

From: [Darryl Mimick](#)
To: [Michael Messina](#)
Cc: [Jennifer Smith](#); [Paula Perotte](#); [City Clerk Group](#); [Lisa Prasse](#)
Subject: RE: Comments in Opposition to the Proposed City Ventures Residential Development (Case Nos. 25-0001-SUB, 25-0003-DP, and 25-0018-DRB)
Date: Tuesday, June 9, 2026 12:43:11 PM
Attachments: [image001.png](#)

Hi Michael-

Thank you for the email. I have added your email to the DRB public record list. This email will be provided to the DRB for the June 23rd meeting.

Thanks again.

Darryl Mimick

Supervising Planner

City of Goleta | 130 Cremona Drive, Suite B | Goleta, CA 93117

805.961.7572 | dmimick@cityofgoleta.org



CITY OF GOLETA
live·work·play

From: Michael Messina <messina.j.michael@gmail.com>
Sent: Tuesday, June 9, 2026 12:21 PM
To: Darryl Mimick <dmimick@cityofgoleta.gov>
Cc: Jennifer Smith <jsmith@cityofgoleta.gov>; Paula Perotte <pperotte@cityofgoleta.gov>
Subject: Comments in Opposition to the Proposed City Ventures Residential Development (Case Nos. 25-0001-SUB, 25-0003-DP, and 25-0018-DRB)

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.

City of Goleta Planning Division
Attn: Darryl Mimick, Staff Planner
130 Cremona Drive, Suite B
Goleta, CA 93117

Re: Proposed Development at 7360 Hollister Avenue,
Goleta, California

Dear Members of the Design Review Board and
Planning Staff:

I am writing to express my concern regarding the proposed City Ventures Residential Development at 7360 Hollister Avenue, specifically related to the height, massing, and visual impacts of the proposed multi-family residential structures.

While I recognize the City's need to provide additional housing opportunities, including affordable housing, I believe the current project design is incompatible with the visual character of this portion of Hollister Avenue and should be revised to reduce building height and overall visual mass.

One of the defining features of the Hollister Avenue corridor is the availability of views toward the Santa Ynez Mountains. These mountain vistas contribute significantly to the community character, scenic quality, and sense of place that residents and visitors experience while traveling through Goleta. Based on the proposed scale of the development, the buildings appear likely to create a substantial visual obstruction along this corridor, diminishing public views of the mountains and negatively affecting an important visual resource.

In addition, the proposed building heights appear out of scale with surrounding development patterns. The project introduces a level of vertical massing that would

be visually prominent from Hollister Avenue and inconsistent with the lower-profile character that currently exists in this area. Rather than complementing the surrounding environment, the development risks becoming a dominant visual feature that detracts from the community's established aesthetic.

I respectfully request that the City require the applicant to revise the project design to:

1. Reduce the overall building heights adjacent to Hollister Avenue.
2. Modify building massing and rooflines to lessen visual impacts.
3. Increase setbacks or incorporate stepped-back upper stories to preserve public views.
4. Evaluate additional design alternatives that better protect mountain vistas and maintain the visual character of the corridor.
5. Conduct a more thorough assessment of visual resource impacts from key public viewpoints along Hollister Avenue.

The loss of scenic mountain views and the introduction of structures that are disproportionately tall for their location are concerns that warrant further consideration before project approval. A revised design that lowers the building profile could better balance housing objectives with preservation of Goleta's visual character and community identity.

Thank you for your consideration of these comments. I respectfully request that these concerns be entered into

the public record and considered during the Design Review Board's evaluation of the project.

Sincerely,

Michael Messina

7920 Winchester Cir

Goleta, CA 93117

From: [Joseph Garcia](#)
To: [PER Meetings](#)
Subject: City Ventures 7360 Hollister Ave Multi-Family Residential Units - Public Comment
Date: Monday, June 15, 2026 11:49:32 AM

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.

Dear Planning and Review Department,

As a long-time Goleta resident, I would like to comment on the City Ventures Multi-Family Units project at 7360 Hollister Ave. I request that the applicant's two waivers (one for height limits, and the other for amount of restricted open space) NOT be granted for the project. The current height of the buildings do not blend into the area, block views of the mountains, and are unsightly. Additionally, I believe open spaces are important for the individual units, as well as for the overall design of the project and the Goleta area in general.

I am also concerned about how the additional traffic from this project will impact Hollister Avenue at the project site, as well as at the already heavily impacted Storke and Hollister intersection.

Thank you for the opportunity to comment on the above project.

Sincerely,
Joseph Garcia

From: [Sarah Abraham](#)
To: [PER Meetings](#)
Subject: City Ventures 7360 Hollister Ave Multi-Family Residential Units - Public Comment
Date: Tuesday, June 16, 2026 10:47:40 AM

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.

Dear Planning and Review Department,

As a long-time Goleta resident, I would like to express my concerns about the proposed City Ventures Multi-Family Units project at 7360 Hollister Ave.

The applicant's two waivers (height limits and restricted open space) should not be granted for the project. The current height of the buildings would block views of the mountains and eliminate the privacy of nearby neighbors. The 41-foot-high buildings and their close proximity to the road are not in keeping with the character of the neighborhood. I understand the need to build housing, but the city should enforce its own zoning standards. The project can be modified to come into compliance so as not to compromise the existing quality of life for residents in our neighborhood or the neighborhood character.

I am also concerned about the infrastructure strain from this development, especially the additional traffic of 59 units on Hollister Avenue at the project site as well as increased congestion at the Storke and Hollister intersection, which is already heavily impacted by recent growth. Moreover, the insufficient parking provided will force spillover parking into adjacent residential streets. Parking on streets like directly across from the project, like Cannon Green Drive, is already at capacity. There are no crosswalks near the proposed project, so future residents will be tempted to run across Hollister after parking their extra vehicle in the adjacent neighborhood.

I urge the Planning and Review department to reject these waivers and require the developer to submit a revised plan that respects the established zoning, reduces the overall height, and aligns with the neighborhood's character. Thank you for the taking the time to review my concerns. I hope the city will consider them and other feedback from the community.

Sincerely,
Sarah Abraham
Cannon Green Drive resident

Dan Hislop
298 Daytona Drive
Goleta, CA 93117

June 19, 2026

Goleta City Design Review Board
7360 Hollister Avenue Residential Community
Re: Design Review Findings– Compatibility Assessment

Design Review Board,

I respectfully challenge the Design Review Findings that determine the proposed 59-unit residential development is "compatible with the surrounding neighborhood with respect to size, bulk, and scale." (Conceptual/Preliminary Review, Attachment A, section A)

This conclusion contradicts observable facts:

Scale Incompatibility: The proposed 40-foot, three-story building has no counterpart in the immediate neighborhood. The only three-story structure in the area is a hotel located a mile away (If perhaps the building at 7402 Hollister is this big, its location along the freeway is still not visible from the surrounding neighborhood). The surrounding context consists of predominantly one-story residential homes, condos, and mobile homes. A 40-foot structure is fundamentally inconsistent with this established pattern.

Visual Impact: The building is visibly prominent from significant vantage points up and down Hollister Avenue, including North County Open Space and very obtrusively from Cannon Green Street. From these views, the proposed structure dominates the skyline and obscures the mountain backdrop that defines the area's character. This impact cannot be characterized as compatible.

Position on Street: The current design locates this bulk directly on the street frontage, maximizing its visual dominance. This placement amplifies rather than mitigates the scale disparity.

Clarification on Position: I support appropriate infill development, as housing in our area is a great need. The lot location along the Hollister corridor, near bus lines, and walkable to shopping makes sense. It's the size of the on-street building that goes too far; buildings of this size may be acceptable in the rear of the property, adjacent to the freeway corridor, where it has less impact on neighborhood experience.

We respectfully request that the Design Review Board reconsider its findings and require a redesign that addresses street-front compatibility through reduced frontage height, setbacks, or relocation of density to less visible areas of the site.

Thank you for your consideration.

Sincerely,

Dan Hislop



Photo taken from Cannon Green Drive/Chapman, showing the bulk as visible from the existing neighborhood.

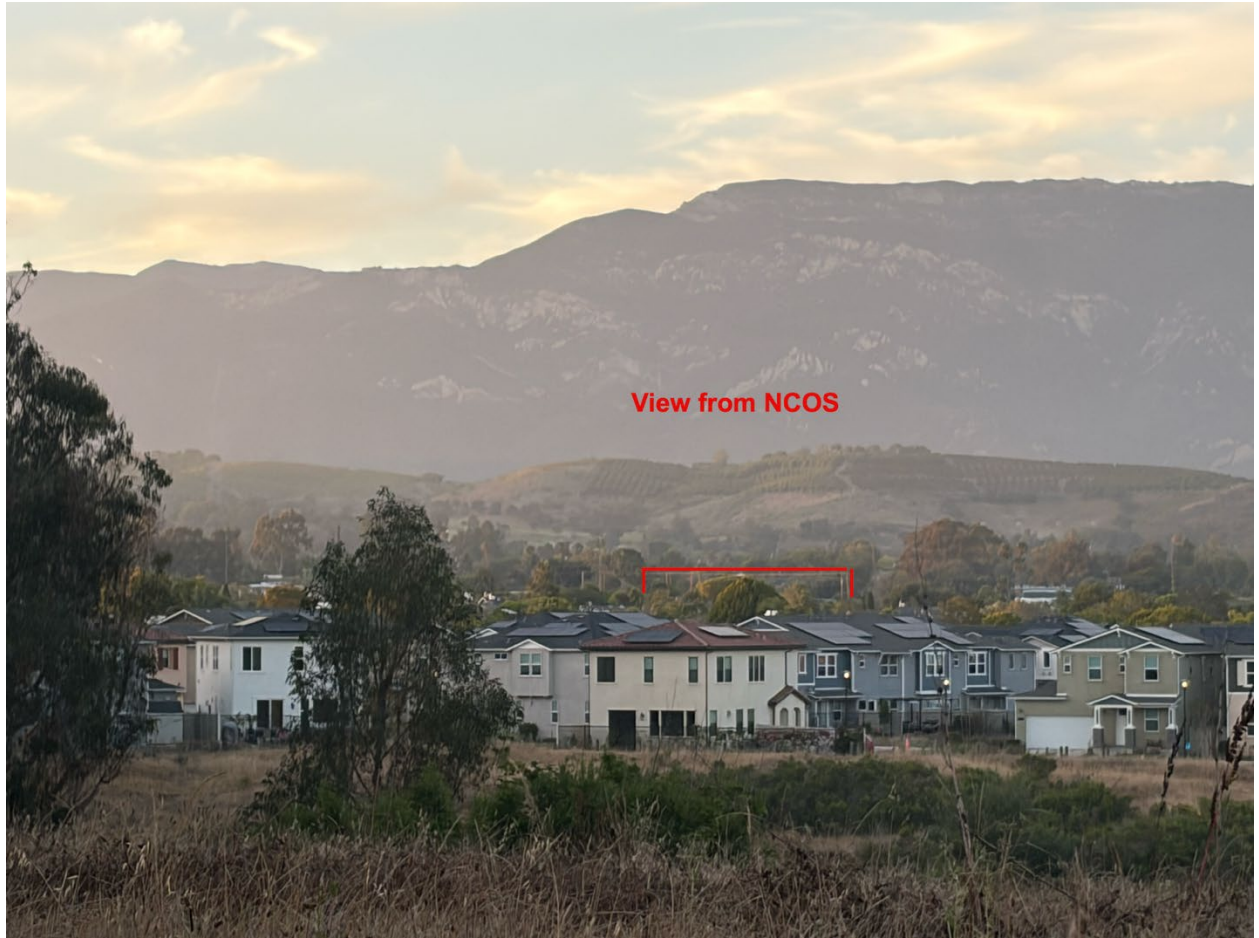


Photo taken on a walk on North County Open Space when Story Poles were in place. Above I added Red highlighting to show story poles location and below is the same picture without any highlighting



The project's impact will be visible from a distance, and stands well above any existing residential or commercial infrastructure

Mr Isaac Rosen
City Attorney
City of Goleta
June 18, 2026

Dear City Attorney Rosen



EL TORO STORAGE

STORAGE YARDS • STORAGE UNITS • VEHICLE STORAGE

805-448-9910















This is official notice from the residents of Ellwood. We are sending this to the City Attorney. This notice allows us to appeal any decision by the City. The residents at Ellwood Station Mobile Home Park at 7368 Hollister Avenue and the residents of Ellwood are opposed to the proposed development at 7360 Ellwood Station Road. This development is proposed by Allistair Winn, owner of El Toro storage. We are opposed on the following grounds:

1. Traffic is already impacted in this neighborhood by the trucks, double loaders construction equipment, Marborg containers. Marborg portable toilets coming and going to El Toro Storage.
2. The building is five feet from the mobile Home Park next door.
3. The story poles are on the electrical Power Lines and above power lines.

4. The buildings are too high . Above the allowed variance of 35 feet.
5. The construction will ruin our neighborhood
6. The existing buildings owned by Parricia Bragg are historic structures and will be torn down.
7. Our property values will be downgraded .
8. There is currently a business there that has no permits. El Toro storage. Owned by Alistair Winn.
9. There is a toxic waste dump at this address that has no permits.
10. The traffic study was made and paid for by Alistair Winn. This study is not accurate and we reserve the right to hire our own traffic experts.
11. The 100 year old trees in this area will be cut down .
12. The birds of the site including hawks, pigeons, blue jays and woodpeckers among other avian species will be destroyed .

I will fight against this project on moral, ethical and environmental grounds.

Irene Russo

From: [Rachel Murphy](#)
To: [PER Meetings](#)
Cc: [Kristen Miller](#); [Dustin Hoiseth](#)
Subject: Public Comment: June 23 Design Review Board Meeting - Agenda Item B
Date: Tuesday, June 23, 2026 12:51:34 PM
Attachments: [image.png](#)
[2026_6_23_7360HollisterAveProject_GoletaDesignReviewBoard.pdf](#)

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.

Hello,

Please share the following public comment (attached and written below) for agenda item B at today's Design Review Board meeting with the DRB members, and to be added to the public record.

This comment is from the Santa Barbara South Coast Chamber of Commerce in support of the 7360 Hollister Avenue project moving to the Planning Commission.

Thank you!

Dear Chair Branch and Design Review Board Members,

The Santa Barbara South Coast Chamber of Commerce strongly supports City Ventures' housing project at 7360 Hollister Avenue. The proposal is highly compatible with the surrounding area and provides the Goleta community with needed workforce housing. For these reasons, we recommend that the Design Review Board move the project to the Planning Commission.

The design review findings highlight that the development will blend in harmoniously with the community. The size, scale, architectural style, layout, landscaping, outdoor equipment, site grading, and lighting are deemed appropriate and will support a high-quality residential community. The report also emphasizes that the project is consistent with additional design standards adopted by the City Council.

The site was identified in the City's Housing Element and was subsequently rezoned to RH to accommodate residential development. While the project utilizes the State Density Bonus Law, it is not structured to maximize density. Instead, it is designed just above the minimum density threshold, with a focused, measured approach to incentives that drive livability. The requested waivers are limited primarily to modest height adjustments along the frontage and a blended open space strategy that exceeds overall requirements, even though it is not provided on a strict unit-by-unit basis.

With our region's ongoing housing shortage, this project is needed to advance housing feasibility for the local workforce and support the overall community. The Chamber believes the project is a great fit for workforce housing, and we intend to explore a partnership with our employer-sponsored housing consortium to secure units for employees of local businesses.

City Ventures is a trusted partner that has worked closely with architectural, landscape, and civil teams to refine a project that is compatible with the region and consistent with the City's housing goals. The Chamber appreciates the Board's role in reviewing the project design, and we respectfully ask that the project advance to the Planning Commission.

Sincerely,



Kristen Miller
President & CEO
Santa Barbara South Coast Chamber of Commerce

RACHEL MURPHY | Public Policy Coordinator
SANTA BARBARA SOUTH COAST CHAMBER OF COMMERCE
(805) 967-2500 | Policy@SBSCChamber.com



805.967.2500
SBSCChamber.com
Mailing Address: 5662 Calle Real #204, Goleta CA 93117
Visitor Center: 120F State Street, Santa Barbara CA 93101

June 23, 2026

Chair Branch and Design Review Board
City Hall, Council Chambers
130 Cremona Drive
Goleta, California 93117

RE: 7360 Hollister Avenue

Dear Chair Branch and Design Review Board Members,

The Santa Barbara South Coast Chamber of Commerce strongly supports City Ventures' housing project at 7360 Hollister Avenue. The proposal is highly compatible with the surrounding area and provides the Goleta community with needed workforce housing. For these reasons, we recommend that the Design Review Board move the project to the Planning Commission.

The design review findings highlight that the development will blend in harmoniously with the community. The size, scale, architectural style, layout, landscaping, outdoor equipment, site grading, and lighting are deemed appropriate and will support a high-quality residential community. The report also emphasizes that the project is consistent with additional design standards adopted by the City Council.

The site was identified in the City's Housing Element and was subsequently rezoned to RH to accommodate residential development. While the project utilizes the State Density Bonus Law, it is not structured to maximize density. Instead, it is designed just above the minimum density threshold, with a focused, measured approach to incentives that drive livability. The requested waivers are limited primarily to modest height adjustments along the frontage and a blended open space strategy that exceeds overall requirements, even though it is not provided on a strict unit-by-unit basis.

With our region's ongoing housing shortage, this project is needed to advance housing feasibility for the local workforce and support the overall community. The Chamber believes the project is a great fit for workforce housing, and we intend to explore a partnership with our employer-sponsored housing consortium to secure units for employees of local businesses.



805.967.2500

SBSCChamber.com

Mailing Address: 5662 Calle Real #204, Goleta CA 93117

Visitor Center: 120F State Street, Santa Barbara CA 93101

City Ventures is a trusted partner that has worked closely with architectural, landscape, and civil teams to refine a project that is compatible with the region and consistent with the City's housing goals. The Chamber appreciates the Board's role in reviewing the project design, and we respectfully ask that the project advance to the Planning Commission.

Sincerely,

Kristen Miller

President & CEO

Santa Barbara South Coast Chamber of Commerce



ELLWOOD STATION

June 23, 2026

Attn: Darryl Mimick
City of Goleta Planning Department
130 Cremona Drive
Goleta, CA 93117

Subject: Formal Opposition to Height Waiver Request for Proposed Townhouse Development at 7360 Hollister Ave. – Severe Impact on Ellwood Station, a neighboring Manufactured Home Community at 7368 Hollister Ave.

Dear Mr. Mimick,

I am writing as the owner of **Ellwood Station** at 7368 Hollister Ave., the manufactured home community located immediately adjacent to the proposed 7360 Hollister Ave. townhouse development. Because Ellwood Station is a lower-profile, single-story residential community, the developer's request for an extreme height waiver to build up to **41 feet** will cause severe, disproportionate, and irreversible damage to our living conditions, safety, equity and basic residential privacy. You are urged to abide by the existing 35 foot limitations.

While we recognize that the parcel at 7360 Hollister Ave was recently rezoned to Residential High Density (RH) under the [City of Goleta Housing Element](#), 41-foot vertical tall buildings built adjacent to our property line will completely destroy any notion of neighborhood compatibility. I urge the Planning Commission to deny this height variance based on the following critical impacts to our community:

- **Severe Scale Incompatibility and Visual Intrusion:** Manufactured homes in Ellwood Station are low-profile, single-story structures. Placing a massive 41-foot, multi-story structural barrier directly adjacent to our community creates a jarring, oppressive transition that will loom over our neighborhood and permanently damage the visual character of the West Goleta corridor.
- **Complete Destruction of Privacy:** At 41 feet, the upper stories, multi-level windows, and private balconies of these townhouses will look directly down into our homes, patios, windows, and communal spaces. The families in our community will lose all reasonable residential privacy due to this massive, unmitigated overlooking effect.

ELLWOOD STATION

7368 Hollister Avenue, Goleta, CA 93117

- **Blockage of Essential Coastal Sun and Air:** Our homes and community spaces rely heavily on natural sunlight and prevailing coastal breezes. A building of this height right next door and will cast sweeping, permanent shadows over Ellwood Station homes, blocking vital solar access and cutting off air circulation.
- **Erosion of Demanded Physical Buffers:** Goleta's planning guidelines exist to protect vulnerable low-density neighborhoods from high-density projects. Granting a height waiver to compress maximum density right along our property boundary completely eliminates the physical step-backs and safety buffers that our community is legally entitled to.
- **Negative Economic Impact:** The impacts, from the massive buildings, will negatively affect the property values of the homes within Ellwood Station.
- **Parking Impacts:** The surrounding neighborhood is already severely impacted by overflow parking. The proposed development will further exacerbate overflow parking, creating hazardous traffic bottlenecks, blocking emergency vehicle access, and significantly diminishing the overall quality of life for long-term residents.

Since the developer is attempting to secure the 41-foot waiver as an incentive under the State Density Bonus Law, I request that the City of Goleta rigorously exercise its statutory authority to audit the application. The city can—and should—deny any incentive that creates a specific, adverse impact on public health, safety, or the physical environment. Allowing oversized buildings to directly overpower an existing manufactured housing community poses an unacceptable threat to our safety, light access, and overall quality of life.

I request that this formal opposition be entered into the official public record for this project, and that I be notified of all future hearings, staff report releases, and planning determinations.

Sincerely,



Steve Hathaway
Managing Member
Ellwood Station MHP, LLC

ELLWOOD STATION

7368 Hollister Avenue, Goleta, CA 93117