



**Agenda Item D.1**  
**PRELIMINARY REVIEW**  
**Meeting Date: August 11, 2026**

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**TO:** Goleta Design Review Board

**SUBMITTED BY:** Travis Lee, Associate Planner

**SUBJECT:** 7780 Hollister Ave (APN 079-210-056)  
Goleta Self Storage  
Case Nos. 24-0002-DP/24-0001-CUP/24-0011-DRB

**DRB ACTIONS FOR CONSIDERATION:**

1. Recommendation that the Planning Commission adopt design findings of Section 17.58.080 of the Goleta Municipal Code as Attachment A; and
2. Recommend Preliminary review approval to the Planning Commission (or approval with conditions).

If the findings cannot be made to recommend approval at this meeting, the DRB can recommend denial based on which finding(s) that they cannot make or continue the item to allow applicant an opportunity to address DRB comments for redesign.

**PROJECT DESCRIPTION:**

This is a request for **Preliminary Review** recommendation for a self-storage facility. An unused existing 494-space parking facility will be demolished to accommodate the new development.

Structural development will consist of a total of 166,740 SF, including 164,380 SF of self-storage building space spread across six buildings (three 2-story and three 1-story) housing 1,322 storage units and a two-story 2,360 SF manager's office/caretaker unit. The manager's office/caretaker unit space includes an Office/Lobby area (980 SF), 1-bed/1-bath Caretaker Apartment Unit (1,180 SF), and a 1-Car Garage (200 SF).

A total of 14 parking spaces will be provided with the project, including one (1) garage space for the manager/caretaker. Four (4) bicycle parking spaces will also be provided. The storage units/area will be securely fenced/gated and would be accessible to customers daily 7am - 7pm. Proposed on-site landscaping (77,514 SF) would be drought-tolerant. Frontage improvements include a ROW dedication (approx. 4,120 SF) of the northwestern terminus of the Viajero cul-de-sac, the construction of new sidewalks, and

the installation of off-site landscaping (15,895 SF) in the areas between the property line and Las Armas Road, Hollister Ave, and Viajero Dr.

A wetland is located on the northern boundary of the parcel and would not be impacted by the project. All project development would occur outside the required 50' wetland buffer, which will be protected by 5' tall fencing.

The applicant proposes to quitclaim an existing private road and private road easement (Campesino Drive) on the northern side of the property to itself to increase the developable area.

Grading is anticipated to consist of 15,708 cy of cut and 9,325 cy of fill and 6,383 cy of export. Of the existing 160 trees, all will be removed except for 26 trees. Primary access will be taken from Viajero Drive. One secondary driveway is located at Las Armas Road.

The property is a 5.39-acre General Commercial (CG) land use designated parcel and shown as Assessor's Parcel Number 079-210-056, located at 7780 Hollister Avenue.

The project was filed by Freddy Carrillo of TW Land Planning & Development LLC on behalf of the property owner, Goleta Self Storage LLC.

## **BACKGROUND**

The DRB commenced review of this project on April 8, 2025, at which time the project received mixed comments from the DRB members. There were concerns regarding the height; size, bulk, and scale; and landscape screening. In response to the April 8, 2025 comments provided

the applicant made several changes including removing all third story elements from the proposal and reducing the structural development from 202,920 sf to 166,740 sf (reduction of 36,180 sf). The applicant also broke up the rooflines, reduced the use of corrugated steel, added more trees to the plant palette, and enhanced the landscaping to soften the building frontages.

The redesigned project was then reviewed by the Design Review Board again on October 14, 2025 where additional comments that focused on design and aesthetics were provided. In response, the applicant has added more trees along Hollister Avenue to screen buildings, provided more landscaping around the perimeter, and added additional second story window treatments to the project design. The applicant is now asking for a Preliminary Design level recommendation.

The agenda materials along with the videos and minutes from the April 2025 and October 2025 meetings can be accessed here: <https://www.cityofgoleta.org/meetings-agendas>.

The required entitlements associated with the Project include Preliminary Design Approval (Chapter 17.58) and a Development Plan (Chapter 17.59 along with environmental analysis. The Planning Commission will be the Review Authority for the entitlements.

## DISCUSSION

The proposed storage buildings are consistent with all setbacks, building height requirements (35' maximum), and development standards for the CG zoning designation.

The Goleta Architecture and Design Standards for Commercial Projects apply to commercial and industrial development and include standards relating to site layout, project design, landscaping, and transportation access.

### General Plan Policies

Several policies in the City's Visual and Historic Resources Element of the General Plan are applicable to the Project and are shared below along with information regarding the project

**VH 2.3 Development Projects Along Scenic Corridors.** [GP] Development adjacent to scenic corridors should not degrade or obstruct views of scenic areas. To ensure visual compatibility with the scenic qualities, the following practices shall be used, where appropriate:

- a. Incorporate natural features in design.
- b. Use landscaping for screening purposes and/or for minimizing view blockage as applicable.
- c. Minimize vegetation removal.
- d. Limit the height and size of structures.
- e. Cluster building sites and structures.
- f. Limit grading for development including structures, access roads, and driveways. Minimize the length of access roads and driveways and follow the natural contour of the land.
- g. Preserve historical structures or sites.
- h. Plant and preserve trees.
- i. Minimize use of signage.
- j. Provide site-specific visual assessments, including use of story poles.
- k. Provide a similar level of architectural detail on all elevations visible from scenic corridors.
- l. Place existing overhead utilities and all new utilities underground.
- m. Establish setbacks along major roadways to help protect views and create an attractive scenic corridor. On flat sites, step the heights of buildings so that the height of building elements is lower close to the street and increases with distance from the street.

*Project Design:* The proposed structures use earth tones and a farm ranch design aesthetic not uncommon in Goleta. The applicant proposes additional canopy trees to provide screening and to blend the development into the scenery. The proposed structures are two-stories or less in height and comply with the 35' height limit of the subject parcel's zoning designation.

**VH 4.5 Retail Commercial Areas.** [GP] The following standards shall be applicable to retail commercial development:

- a. Buildings and structures shall be designed to be compatible with adjacent development relative to size, bulk, and scale.
- b. Where appropriate, buildings should be sited at or near the front setback line to project a desirable architectural image contiguous to the street and to promote pedestrian access.
- c. Quality architectural design shall be maintained through the use of detailing and high quality, durable materials. Blank wall planes shall be avoided.
- d. Safe, convenient pedestrian and bicycle access shall be provided and encouraged via continuous sidewalks; bike lanes; and sufficient, secure, and protected bicycle parking. Landscaping should be used where possible to buffer pedestrians and cyclists from traffic. Where feasible, other pedestrian amenities such as outdoor seating shall be provided.
- e. Commercial displays, outdoor dining, and outdoor shopping cart storage shall not encroach into pedestrian accessways.
- f. Shopping cart returns should be conveniently located and screened.
- g. Public transit shall be encouraged through effective placement of stops for local and regional transit services. Existing stops shall be upgraded as appropriate.
- h. Landscaping, including canopy trees, shall be used extensively to unify the structural development, reinforce the pedestrian scale, minimize heat and glare from pavement, and break up expanses of parking.
- i. Shared vehicular access shall be considered to minimize the number of driveways and curb cuts.
- j. Where appropriate, parking lots should be located behind, beside, or beneath buildings to minimize visibility. Where buildings do not screen parking, landscaping, berms, or low walls shall be used to screen cars from adjacent roadways and other developments.
- k. Parking lots should provide adequate space for maneuverability and safety. Angled parking spaces are encouraged rather than 90- degree parking stalls to increase visibility for drivers and pedestrians.
- l. Loading areas and recycling and trash facilities shall be easily accessed and shall be screened from view with landscaping, fencing, or walls. Adjacent uses shall be considered when such areas are sited.
- m. Roof mounted equipment shall be screened and considered as part of the structure for height calculations.

*Project Design:* The proposed storage structures comply with the 35' height limit as they are 2-stories tall which matches the existing residential structures nearby. Proposed landscaping along all three street frontages use canopy trees to blend the environment into the scenery.

**VH 4.9 Landscape Design. [GP]** Landscaping shall be considered and designed as an integral part of development, not relegated to remaining portions of a site following placement of buildings, parking, or vehicular access. Landscaping shall conform to the following standards:

- a. Landscaping that conforms to the natural topography and protects existing specimen trees is encouraged.

- b. Any specimen trees removed shall be replaced with a similar size tree or with a tree deemed appropriate by the City.
- c. Landscaping shall emphasize the use of native and drought-tolerant vegetation and should include a range and density of plantings including trees, shrubs, groundcover, and vines of various heights and species.
- d. The use of invasive plants shall be prohibited.
- e. Landscaping shall be incorporated into the design to soften building masses, reinforce pedestrian scale, and provide screening along public streets and off-street parking areas.

*Project Design:* Approximately 20% of the site (over 1 acre) will be dedicated to landscaping. While many of the existing former parking lot trees will be removed, 92 additional trees will be planted. The proposed new landscaping palette includes a variety of trees and shrubs for the purpose of screening the site. The proposed tree plantings include: 5 or 15 gal California Box Elder (*Acer negundo californicum*), 5 or 15 gal White Alder (*Alnus rhombifolia*), 15 gal Western Redbud (*Cercis occidentalis*), 24" or 36" box Monterey Cypress (*Cupressus macrocarpa*), 24" box Toyon (*Heteromeles arbutifolia*), 15 gal or 24" box California Sycamore (*Platanus racemosa*), 36" box Coast Live Oak (*Quercus agrifolia*), 24" box Island Oak (*Quercus tomentella*), and 5 gal Elderberry (*Sambucus mexicana*).

The proposed shrubs and vines to be used include: 5 gal Flannel Bush (*Fremontodendron 'Ken Taylor'*), 5 gal Dwarf Olive (*Olea 'Montra'*), 15 gal Catalina Cherry (*Prunus lyonii*), 5 gal Coffeeberry (*Rhamnus californica*), 5 gal Dwarf Yeddo Hawthorne (*Rhaphiolepis umbellata 'Minor'*), 5 gal Lemonadeberry (*Rhus integrifolia*), and 1 or 5 gal Purple Sage (*Salvia leucophylla*).

The proposed perennials, grasses, and succulents to be used include: 5 gal Nubian Aloe (*Aloe camperi*), 15 gal Century Plant (*Agave americana*), transplanted Blue Flame Agave (*Agave 'Blue Flame'*), transplanted Foxtail Agave (*Agave attenuata*), 1 gal Purple Three-awn (*Aristida purpurea*), 5 gal Natal Plum (*Carissa macrocarpa*), 1 gal Santa Barbara Sedge (*Carex barbarae*), 1 gal Berkeley Sedge (*Carex divulsa*), 1 gal Blue Sedge (*Carex glauca*), 5 gal Large Cape Rush (*Chondropetalum elephantium*), 1 gal Red Buckwheat (*Eriogonum grande Rubescens*), 1 gal California Rush (*Juncus patens*), 1 gal False Esparto Grass (*Lygeum spartum*), and 1 gal Pine Muhly (*Muhlenbergia dubia*).

The proposed groundcover and low plants to be used include: 1 gal Dwarf Coyote Brush (*Baccharis 'Twin Peaks' #2*), 1 gal Dwarf Natal Plum (*Carissa 'Green Carpet'*), 1 gal California Fuschia (*Epilobum canum*), 4" pot or 1 gal Fairy Crassula (*Crassula multicava*), 4" pot or 1 gal Little Ears (*Falkia repens*), and 4" pot or 1 gal Dwarf Blue Chalksticks (*Senecio serpens*).

The proposed vines to be used include: 5 gal Orange Cross Vine (*Bignonia capreolata 'Tangerine Beauty'*), and 5 gal California Morning Glory (*Calystegia macrostegia*).

All the proposed landscaping is proposed to be located near the north, south, east, and west property lines with new irrigation infrastructure that complies with the Water Efficient Landscaping Ordinance requirements.

**VH 4.12 Lighting.** [GP] Outdoor lighting fixtures shall be designed, located, aimed downward or toward structures (if properly shielded), retrofitted if feasible, and maintained in order to prevent over-lighting, energy waste, glare, light trespass, and sky glow. The following standards shall apply:

- a. Outdoor lighting shall be the minimum number of fixtures and intensity needed for the intended purpose. Fixtures shall be fully shielded and have full cut off lights to minimize visibility from public viewing areas and prevent light pollution into residential areas or other sensitive uses such as wildlife habitats or migration routes.
- b. Direct upward light emission shall be avoided to protect views of the night sky.
- c. Light fixtures used in new development shall be appropriate to the architectural style and scale and compatible with the surrounding area.

*Project Design:* The proposed exterior lighting includes 64 downfacing lights distributed throughout the property. According to the photometric plan, the light levels do not exceed 0.1 foot-candles at the property lines as required by 17.35.040.C.

Further, since the subject parcel is located on Hollister Avenue, which is a designated scenic corridor, Policy VH 2.3 applies:

Development adjacent to scenic corridors should not degrade or obstruct views of scenic areas. To ensure visual compatibility with the scenic qualities, the following practices shall be used, where appropriate:

- a. Incorporate natural features in design.
- b. Use landscaping for screening purposes and/or for minimizing view blockage as applicable.
- c. Minimize vegetation removal.
- d. Limit the height and size of structures.
- e. Cluster building sites and structures.
- f. Limit grading for development including structures, access roads, and driveways. Minimize the length of access roads and driveways and follow the natural contour of the land.
- g. Preserve historical structures or sites.
- h. Plant and preserve trees.
- i. Minimize use of signage.
- j. Provide site-specific visual assessments, including use of story poles.
- k. Provide a similar level of architectural detail on all elevations visible from scenic corridors.
- l. Place existing overhead utilities and all new utilities underground.
- m. Establish setbacks along major roadways to help protect views and create an attractive scenic corridor. On flat sites, step the heights of buildings so that the height of building elements is lower close to the street and increases with distance from the street.

### Public Comments

Extensive public comments have been provided each time this matter has been presented to the DRB and are accessible with each agenda as noted above. The primary issue raised relates to the appropriateness of the use at this location and in this part of Goleta.

### **CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA)**

A 15183 Exemption is being prepared for the project pursuant to the requirements of CEQA (Public Resources Code §§21000 et seq.). The 15183 Exemption will be made available prior to the Planning Commission hearing when that schedule.

### **NEXT STEPS**

Next steps include: (1) Planning Commission review and action on the CEQA determination, the land use entitlement and design review component; (3) 10-day appeal period following the Planning Commission action; If approved then: (4) Final DRB review; (5) Zoning Clearance/Condition Compliance; (6) Building Plan Check and Permits; and (7) construction.

### **ATTACHMENTS:**

- A - Findings for Approval
- B - Project Plans

## **ATTACHMENT A**

### **FINDINGS**

**Attachment A**  
**Preliminary Design Review Findings for**  
**Goleta Self Storage**  
**Case Nos. 24-0002-DP/24-0001-CUP/24-0011-DRB**

**DESIGN REVIEW FINDINGS (GMC SECTION 17.58.080)**

1. The development will be compatible with the neighborhood, and its size, bulk and scale will be appropriate to the site and the neighborhood.

*The proposed development will be located on Hollister Avenue, between Las Armas Road and Viajero Drive, and has land use designations of General Commercial (CG) that allows for a diverse set of commercial uses. The proposed one and two-story -personal storage buildings will be similar to the size, bulk and scale of the surrounding two-story residential/assisted living developments. The design of the personal storage facility is also compatible with the architectural styling of the residential homes and assisted living facility. The facility is observes the required setback and utilizes landscaping for the purpose of integrating into the area and neighborhood. At the DRB's behest, the Project has been reduced in both height and square footage in order to be more compatible with the area.*

2. Site layout, orientation, and location of structures, including any signage and circulation, are in an appropriate and harmonious relationship to one another and the property.

*The proposed project has been designed to meet building setbacks and height requirements based on the development standards of the CG zone. The site layout and orientation and location of structures are harmonious to one another and the property based on the design of the project.*

3. The development demonstrates a harmonious relationship with existing adjoining development, avoiding both excessive variety as well as monotonous repetition, but allowing similarity of style, if warranted.

*The proposed development has been designed to coexist with the existing adjoining residential community and assisted living facility by breaking up buildings to avoid large, bulky structures and to create visual interest. Additionally, the design of the project is modern-farm architecture which is compatible with surrounding architecture and provides a contemporary appearance. The applicant has removed a floor thereby reducing the height in order to be more compatible with adjacent uses.*

4. There is harmony of material, color, and composition on all sides of structures.

*The proposed development includes structures with a unified farm ranch design using an earth tone color palette throughout the self-storage facility.*

5. Any outdoor mechanical or electrical equipment is well integrated in the total design and is screened from public view to the maximum extent practicable.

*The proposed development includes an above ground electrical transformer near Viajero Drive that will be screened with 12" height minimum mature plants such as evergreen shrubs or evergreen ornamental grasses.*

6. The site grading is minimized, and the finished topography will be appropriate for the site.

*The proposed development will contain minimal grading as grading cut includes 15,708 CY, 9,325 CY of fill, and 6,383 CY of export. The site grading has, therefore, been minimized and the finished topography will be appropriate for the site.*

7. Adequate landscaping is provided in proportion to the project and the site with due regard to preservation of specimen and protected trees, and existing native vegetation.

*Approximately 20% of the site (1.12 acres) will be landscaped, in addition to off-site landscaping. The proposed quantity and plant types are adequate for the project. Given the prior site development of a parking lot, it was not possible to preserve most of the existing trees, all of which appear to be ornamental in nature. As part of the preliminary landscape plan, the applicant has committed to planting approximately 92 trees as part of the proposed project to address the removal of native trees. The staff report outlines the extensive plant palette that is planned to be used in order to provide depth and height to the landscaping screening.*

8. The selection of plant materials is appropriate to the project and its environment, and adequate provisions have been made for long-term maintenance of the plant materials.

*The preliminary landscape plan has been thoughtfully designed to provide native specimens and accent trees. Landscaping would be drought-tolerant and will meet all applicable Model Water Efficient Landscaping Ordinance (MWELO) requirements.*

9. All exterior lighting, including for signage, is well designed, appropriate in size and location, and dark-sky compliant.

*Proposed exterior lighting fixtures will be aesthetically appealing and will comply with City's lighting requirements that include time design features, timing control, light trespass, and light levels at property lines. According to the photometric plan, the light levels do not exceed 0.1 foot-candles at the property lines as required by 17.35.040.C.*

10. The project architecture will respect the privacy of neighbors, is considerate of private views, and is protective of solar access off site.

*The proposed development will comply with zoning regulations and height restrictions. The only living quarters proposed is a manager's unit, which is located across the street from the assisted living facility. The privacy of neighbors within the Hideway Project will, therefore, be respected by the additional residential unit. The site is bordered on three sides by streets and to the north by a utility yard and a vacant lot. The distance between the closest residential buildings on Las Armas Road which are approximately two-stories high and the closest storage facility building which is 1 story high is approximately 95'. Solar access of adjacent properties will, therefore, not be significantly affected.*

11. The proposed development is consistent with any additional design standards as expressly adopted by the City Council. (Ord. 20-03 § 6).

*There are no additional design standards adopted for this zoning district. The proposed project is consistent with applicable policies of the City of Goleta General Plan, for example VH Policy 4.5.*