

From: [Wendy Ino](#)
To: [PER Meetings](#)
Cc: [Wendy Ino](#)
Subject: DRB Meeting re large self storage facility proposed for 7780 Hollister
Date: Sunday, April 6, 2025 3:46:54 PM

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City of Goleta,

What a horrible idea!

This is a residential neighborhood. To put 3 story buildings that block light to our homes and ugly estitiques doesn't make any sense.

Who is overseeing our city? Please reconsider and t=retract this idea for massive storage units. These massive dark buildings in our Hideaways neighborhood next to our families homes, Ellwood Elementary and Monarch Retirement Home is a horrible idea.

These are our concerns:

- The plans to do not depict the enormity of the project; 1,632 storage units in 7 buildings totally 202,920 sq. ft.
- The proposed buildings are too high and too bulky; two proposed buildings are three stories high.
- The building setbacks are inadequate
- Aesthetics and landscaping appear inadequate; the plans lack sufficient readable information
- The project will fundamentally alter the character of our neighborhood; the city should have rezoned it for housing.
-
- Thank you,
- Wendy Ino
- 190 Sanderling Ln
- Goleta, CA. 93117

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re: commercial building at 7780 Hollister

Dear City of Goleta Planning Commission,

The enormous building planned for a self storage building directly across the street from where I live at 242 Sanderling Lane is a monstrosity of a building. It should be lower and smaller than the original plans. It does not fit with the neighborhood housing. This parcel should be zoned for housing only to fit with our neighborhood. Please re-think your plans that this building does not belong here. This is not a commercial building neighborhood.

Thank you for your consideration.

Sincerely,

Louis Karpf

805-565-4035

windhamer@msn.com

From: Robert Miller <rkmillier2014@gmail.com>

Sent: Sunday, April 6, 2025 3:27 PM

To: Miller Robert <rkmillier2014@gmail.com>

Subject: DRB Meeting re large self storage facility proposed for 7780 Hollister!

Dear Goleta Friends,

On Tuesday, April 8, at 3 pm, the City of Goleta Design Review Board (DRB) will consider the developer's proposed design concept for a self storage facility at 7780 Hollister Ave.

See attached plans. 7780 Hollister is a 5.39 acre parcel located between Las Armas Rd. and Viajero. It is the site of the project proposed by the CHP in 2015.

The following are my concerns:

1. The plans to do not depict the enormity of the project; 1,632 storage units in 7 buildings totally 202,920 sq. ft.
2. The proposed buildings are too high and too bulky; two proposed buildings are three stories high.
3. The building setbacks are inadequate
4. Aesthetics and landscaping appear inadequate; the plans lack sufficient readable information
5. The project will fundamentally alter the character of our neighborhood; the city should have rezoned it for housing.

For your information, the property was sold three years ago to Randy Mancini from Livermore, California. It appears that he established Goleta Self Storage, LLC, to develop the project. He also owns and operates self storage facilities in Livermore, Watsonville and Byron. The Bacara currently leases the parcel for occasional parking needs.

The DRB concept review is the first step in a multi stage process for approval of the project. Final approval will be made by the Goleta City Council and Planning Commission. The purpose of Tuesday's meeting is for the DRB members to provide comments on the project's design. It will also be a good opportunity for community members to offer their own comments and concerns to the DRB. DRB will consider the final design at a later meeting.

If you decide to offer your own comments, you can appear in person, appear via Zoom or submit written comments. Email comments to PERmeetings@cityofgoleta.org. If you intend to appear in person to comment, you are asked to use the same email address to provide your name, email and phone number. For access to the Zoom link and additional

information on the meeting use the following link

https://goleta.legistar1.com/goleta/meetings/2025/4/3122_A_Design_Review_Board_25-04-08_Agenda.pdf .

I am happy to respond to questions on this matter by email. Thanks for your interest.

Sincerely,

Robert

Robert K. Miller

rkmillr2014@gmail.com

From: [Kristin Hock](#)
To: [PER Meetings](#)
Subject: 7780 Hollister Ave (APN 079-210-056) Goleta Self Storage Case
Date: Monday, April 7, 2025 11:12:10 AM

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7780 Hollister Ave (APN 079-210-056) Goleta Self Storage Case

My name is Kristin Hock. My husband and I reside at 130 Sanderling Lane in Goleta. We are neighbors of the proposed self-storage project.

We understand that this hearing is limited to design review and will submit additional comments to the planning commission and city council objecting to the project and the use of the site for a self-storage facility. A self-storage facility is incompatible with the neighborhood uses. It is a completely inappropriate use of the site which is located in a residential community surrounded by homes, a senior living home, an elementary school, a golf course and an open space preserve. This site should be consistent with the surrounding uses and be used for residential, retail or neighborhood serving commercial.

The proposed self-storage use is heavily car dependent and will not allow for a pedestrian friendly neighborhood consistent with the rest of the area. This area is known for walkers, runners and bicycle riders accessing the open space preserve, trails and beach located across from this site. Allowing a self-storage use at this location not only destroys the quality and character of the neighborhood, but also takes away one of the last opportunities for more housing or neighborhood serving commercial to expand the pedestrian oriented neighborhood that exists here.

A big box storage use also may increase opportunities for crime as they tend to have very little to no pedestrian traffic and generally have very few employees on-site which leads to the area being deserted. Walking by this location will feel very unsafe. A self-storage facility should be located in an industrial area or big-box commercial area, not a residential neighborhood.

For purposes of the DRB hearing, even if the proposed use is eventually permitted by the City, the scale of the proposed project is too large. This is a massive project, with two of the buildings being three stories high. The views of the building from surrounding homes and from the open space preserve will now be an enormous building without any

architectural appeal and with a significant amount of artificial lighting which will alter the character of the neighborhood. If this use is allowed, we would request that the size and scale of the buildings be decreased so that it is a single story use. We would also request that the DRB require additional landscaping consistent with the quality of the landscaping of the adjacent uses and to shield the neighborhood from the impacts of the buildings. We would also request that the DRB require greater set-backs for the buildings.

Thank you for your consideration of our comments.

Les and Kristin Hock

From: [Heather Abed](#)
To: [PER Meetings](#)
Cc: [Heather Abed](#)
Subject: Storage Facility at 7780 Hollister Goleta
Date: Monday, April 7, 2025 12:25:05 PM

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To Whom It May Concern from
Heather Abed 7720 Kestrel Lane The Bluffs

This proposal concerns me because of the following:

- 1 It is not needed There is a facility covering a whole block of storage units 50 meters south on Hollister
- 2 A commercial industrial facility is not conducive to this neighborhood environment at this end of Hollister
This 5 acre parcel needs to be residentially zoned especially with the need for owner occupied housing in the area.
- 3 The height and number of units are out of proportion to the parcel
An eyesore from Hollister,,,come look for yourselves.
- 4 The added traffic of trucks, Uhauls, trailers over this section of Hollister already one step close to a cowpath will cause further damage to a road already in total disrepair
- 5 The hours 6am to 9pm are not acceptable for this quiet family neighborhood. Too early and too late at night for non-resident traffic

From: [Carolyn Grenier](#)
To: [PER Meetings](#)
Subject: Design Review Board Site Proposal of 7780 Hollister Avenue Storage Facility
Date: Monday, April 7, 2025 3:35:10 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.

Good afternoon,

I am writing to you regarding the proposed design concept for a self storage facility to be located at 7780 Hollister Avenue, Goleta CA. The plan is for the construction of seven self-storage buildings to house 1,632 individual storage units on a 5.39 acre parcel located between Las Armas Road and Viajero. Immediately surrounding this property are two communities, The Hideaway to the west and The Bluffs to the south, and the Mariposa senior care facility to the east.

I live at The Bluffs which lies directly across Hollister Avenue from this proposed facility. In reviewing the plans I have the following questions and/or concerns:

1. We live in a beautiful neighborhood that is nestled within the Ellwood Preserve across the street from this lot. It has been wonderful to have a natural tree-lined lot across from the exit to our community since our neighborhood was built. I find it concerning that we will now be looking at the walls of a self-storage facility with limited trees and plants actually blocking our view of this site. Clearly aesthetics and landscaping with trees is a high priority for everyone living in the area.
2. Seven buildings with 202,920 square ft of storage appears to be far too large a project for the size of this lot. I am very concerned about the size and height of these buildings (there is nothing else 3-stories tall in our immediate area) and it will dwarf the Senior center and homes that are already built in the area. I am hoping that we can put a maximum 2-story height limit on any building constructed on this lot. I also question if the building setbacks are appropriate for that space as designed.
3. The projects will fundamentally alter the character of our established neighborhoods. A request has consistently been made to the City of Goleta to re-zone our area for housing (or a mixed use type environment). The previous proposals for this lot consistently do not align with how the area has been planned and developed. I find this a huge shortcoming on the part of the City of Goleta. There does not appear to be consistency in thinking about how to plan for and incorporate businesses within residential areas. To further complicate matters, there is already a large storage facility just east of our community on Hollister Avenue. I applaud the work being proposed by Sandpiper Golf Course to modify their property to make it more aesthetically pleasing to the community, remove overhead power lines, beautify Hollister Avenue and to modify the current gas station and added restaurant cafe to fit into the character of the area and neighborhoods. I would expect the same for this project.
4. Lighting (both security lights and standard lighting) needs to be carefully thought out and planned. The Bluffs has to abide by a City of Goleta and Coastal Commission Dark Sky ordinance for our community due to our proximity to Monarch Butterfly overwintering sites and the amount of birds and wild animals in our area. Since this facility will be located immediately across Hollister Avenue from us, it is our hope that

the same thought be given to this project with “hooded lighting fixtures”, downward facing lights, and security lighting with maximum recommended wattage levels that are on timers to turn off within 60 seconds or less.

5. Hollister Avenue should be re-paved in this area if this project is approved. The street has far too much traffic for the area and the street is not maintained as it should be (paved and sealed). If we have the added traffic and weight of construction vehicles and trucks delivering materials this will further degrade Hollister in this area. A portion of this project should include the requirement to re-pave upper Hollister Avenue and to add appropriate painted turning and entry lanes on the street.
6. The operation hours of 6am to 9pm are not appropriate due to the proximity to residential neighborhoods. Large moving vans and vehicles entering and exiting the storage area will create additional traffic noise in the area. Recommend the hours of operation be shortened to 7am to 8pm.

Thank you for your consideration of these points.
Carolyn

Carolyn Grenier
291 Elderberry Drive, Goleta, CA 93117
(650) 888.6271 (cell)
(805) 845.8582 (home)

From: [Tom Ormseth](#)
To: [PER Meetings](#)
Subject: Proposed storage facility at 7780 Hollister Avenue
Date: Monday, April 7, 2025 4:10:29 PM

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To the DBR Review Team,

My husband and I are concerned about the proposed development at 7780 Hollister Ave. in Goleta. The proposed buildings are too high and too bulky and will not be visually appealing. The proposed buildings are three stories high, and we think it would be better for the neighborhood if they were limited to two stories. In addition, the setbacks should be more substantial, and the landscaping should be more completely detailed. As described, the proposed project will alter the character of our neighborhood.

Kathy and Tom Ormseth
7714 Kestrel Lane
Goleta, CA 93117

Sent from my iPad

From: [Julie Kessler Solomon](#)
To: [PER Meetings](#)
Subject: Self Storage Facility
Date: Monday, April 7, 2025 4:53:41 PM

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To The Members of the Design Review Board of the City of Goleta,

I encourage you to reconsider the use of this site. While the current project conforms to the zoning, the zoning is out of sync with the neighborhood that has developed in the area over the past 15 years.

As proposed, this self-storage facility is out of place between the Hideaways and The Bluffs, to say nothing of its other near neighbors, the Senior home and the elementary school. It neither fits the neighborhood nor would the neighborhood serve it.

Please do not approve this project without reconsidering the big picture -- not only is the project ugly and out of scale for the lot, but it will be a blight on a peaceful residential neighborhood.

Respectfully submitted,
Julie Kessler Solomon
Former Planning Commissioner, City of Goleta

From: [Robert Hirsch](#)
To: [PER Meetings](#)
Subject: Design Review of 7780 Hollister Ave Storage Facility
Date: Monday, April 7, 2025 5:01:17 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.

Good afternoon,

This letter is in response to the proposed design concept for a self storage facility to be located at 7780 Hollister Avenue, Goleta CA.

The plan is for the construction of seven self-storage buildings to house 1,632 individual storage units on a 5.39 acre parcel located between Las Armas Road and Viajero. Immediately surrounding this property are two communities, The Hideaway to the west and The Bluffs to the south, and the Mariposa senior care facility to the east.

We live in the Bluffs community which lies directly across Hollister Avenue from this proposed facility. We have the following comments on the proposed plan:

This project appears to be far too large for the available lot size. We are particularly concerned about the number of buildings that appear to cover the lot, as well as the size and height of these buildings (there are no other three-story buildings in our immediate vicinity). This development will significantly dwarf the existing senior center and homes in the area. We believe that both the height (three stories) and mass of the buildings should be reduced.

Another major concern is the complete removal of all existing trees on the property. Additionally, we are concerned about the apparent minimal new landscaping and the insufficient setbacks along Hollister Avenue.

These projects will fundamentally alter the character of our established neighborhoods. A request has consistently been made to the City of Goleta to re-zone our area for single family housing.

We certainly applaud the proposed work by Sandpiper Golf Course to modify their property to make it more aesthetically pleasing to the community, remove overhead power lines, beautify Hollister Avenue and to modify the current gas station and added restaurant cafe to fit into the character of the area and neighborhoods. We would expect the same for any project for this parcel of land.

Unfortunately, we are unable to attend the meeting tomorrow, but thank you in advance for your consideration of our concerns.

Best regards,

Robert and Shauna Hirsch
7702 Kestrel Ln
Goleta, CA

From: [Mark Kram](#)
To: [PER Meetings](#)
Subject: Opposition to Proposed Self-Storage Facility at 7780 Hollister Avenue, Goleta, CA
Date: Tuesday, April 8, 2025 9:22:51 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.

Greetings,

My name is Dr. Mark Kram, and I live and work very close to the 7780 Hollister Avenue property currently under consideration for a new self-storage facility. My neighbors and I have many concerns about this and are convinced that this is the wrong plan for this specific location.

A partial list of our concerns includes the following:

1. The project will negatively impact the character of our neighborhood. The surrounding residential areas currently provide a beautiful balance of quiet and bucolic settings with pastoral views while also being situated a convenient distance from commercial properties and amenities as one travels east towards Storke Road. The type of development under consideration is enormous, extends far too high with a gargantuan footprint, does not provide for sufficient setbacks, and will be disruptive in that it will convert our current setting to a commercial/industrial-dominant setting.
2. The project will negatively impact our property values. Everyone who lives in this portion of Goleta moved here because of the type of setting described in #1. We intentionally purchased properties in this location to avoid urbanization. We've all paid a high price for doing so and are concerned that transitioning from the current character to one dominated by a stale commercial/industrial enterprise proposed by an out-of-town developer (who may not similarly value the character of our communities) will reduce property values. The homes within the Bluffs, Hideaway and Ellwood communities are currently expensive. We stand to lose a large portion of our biggest family investment if this proposal is approved.
3. There are already multiple self-storage facilities located in the Goleta area. One is located on Hollister Avenue less than a mile from the proposed development while two others are located just off Patterson Avenue. It appears that one of these is currently undergoing expansion.
4. Superior options exist. If the long-term intent of City and County planners was to use this area as a commercial/industrial zone, the current residential developments should never have been approved. Given that this area is dominated by residential homes approved over the past several decades, it is most appropriate to only approve development proposals that are consistent with this direction.

Thank you for considering our concerns.

Regards,

Mark Kram, Ph.D.
Goleta, CA 93117

From: [Steve Jolley](#)
To: [PER Meetings](#)
Subject: 7780 Hollister Ave. storage facility
Date: Tuesday, April 8, 2025 11:31:13 AM

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I have several serious concerns and objections to the proposed storage facility at 7780 Hollister Ave.

1. The plans to do not depict the enormity of the project; 1,632 storage units in 7 buildings totally 202,920 sq. ft.
2. The proposed buildings are too high and too bulky; two proposed buildings are three stories high.
3. The building setbacks are inadequate
4. Aesthetics and landscaping appear inadequate; the plans lack sufficient readable information
5. The project will fundamentally alter the character of our neighborhood; the city should have rezoned it for housing.

Thank you, Steve Jolley (805-708-9505)