

From: [Gary Lapman](#)
To: [PER Meetings](#)
Subject: In Reference to the Proposed Self Storage Facility at 7780 Hollister Ave
Date: Wednesday, September 24, 2025 5:23:28 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.

As the President of the Hideaway Homeowners Association, I write to share not only my concerns, but also the home owners that I represent and their opposition to the self-storage facility proposed for 7780 Hollister Avenue.

The revised plans submitted for this massive proposal are not acceptable. They are **barely** revised. There are very few changes from the original plans submitted to the DRB in April, 2025. DRB members and local residents who spoke at the April meeting concerning the original plan criticized the plan as too bulky, too tall, with insufficient setbacks and a design aesthetic that was incompatible with the character of the surrounding neighborhood. Not enough has changed to deem the plans acceptable.

While the aesthetics were minimally improved, it still does not fit in with the neighborhood. A few plants and trees were added. Two, three story buildings were reduced to two stories. The number of storage units was reduced from 1,632 to 1,322. Otherwise, it is the **same proposal**.

The size, bulk, scale and height **remain nearly the same**. The number of mature trees removed **remains the same**. The overall footprint of the seven (7) buildings **remains the same**. The minimal setbacks **remain the same**.

The removal of all the mature trees in the original plan was met with considerable opposition. The trees are home to many birds, hawks and owls. The trees also help obscure the massive power line structures on Las Armas and Hollister. The power lines will be dramatically more visible with the trees removed.

Regardless of the current zoning of Commercial General, for any new development in Goleta, the General Plan requires “**compatibility with the character of existing development in the immediate area**”. See Section LU 1.8 of the General Plan.

We live in an established neighborhood of family homes. The Sandpiper Golf Course, with its major renovation plans, have been enthusiastically embraced by the community. As a community, we also enjoy the bucolic and pastoral settings of the Ellwood Bluffs and the Monarch Butterfly Grove. The idyllic Ellwood Elementary School and Westmont Retirement Home also contribute to the ambience of the neighborhood.

This massive self-storage facility is completely incompatible with the outstanding and unique character of the existing area. Any new development should not be permitted to degrade its character. There are already several self-storage facilities in the immediate area, but not one butts up to residential properties. Recently several very large self-storage facilities were built between highway 101 and the railroad tracks in Goleta. While we should be gracious to serve the students of UCSB; it should not be at the degradation of the local neighborhoods.

Therefore I urge you to consider all of these serious concerns in your review of this project and continue to reject a poor design and the wrong business for the area.

Gary Lapman, President of the Hideaway Homeowners Association
205 Sanderling Lane
805-252-4609

9/24/25

TO: CITY OF GOLETA DESIGN REVIEW BOARD

Reference: Self Storage Facility at 7780 Hollister Ave.

I write to share my concerns and opposition to the self storage facility proposed for 7780 Hollister Avenue.

- 1) The revised plans submitted for this massive proposal are not acceptable. There are few changes from the original plans submitted to the DRB in April, 2025. DRB members and local residents who spoke at the April meeting concerning the original plan criticized the plan as too bulky, too tall, with insufficient setbacks and a design aesthetic that was incompatible with the character of the surrounding neighborhood.
- 2) The aesthetics were minimally improved. A few plants and trees were added. Two, three story buildings were reduced to two stories. The number of storage units was reduced from 1,632 to 1,322. Otherwise, it is the same proposal.
- 3) The size, bulk, scale and height remain nearly the same. The number of mature trees removed remain the same. The overall footprint of the seven (7) buildings remain the same. The minimal setbacks remain the same.
- 4) The removal of all the mature trees in the original plan was met with considerable opposition. The trees are home to many birds, hawks and owls. The trees also help obscure the massive power line structures on Las Armas and Hollister. The power lines will be dramatically more visible with the trees removed.
- 5) Regardless of the current zoning of Commercial General, for any new development in Goleta, the General Plan requires "compatibility with the character of existing development in the immediate area". See Section LU 1.8 of the General Plan.
- 6) We live in an established neighborhood of family homes. The Sandpiper Golf Course, with its major renovation plans are enthusiastically embraced by the community. As a community, we also enjoy the bucolic and pastoral settings of the Ellwood Bluffs and the Monarch Butterfly Grove. The idyllic Ellwood Elementary School and Westmont Retirement Home also contribute to the ambience of the neighborhood.
- 7) This massive self storage facility is completely incompatible with the outstanding and unique character of the existing area. Any new development should not be permitted to degrade its character.

I urge you to consider all of these serious concerns in your review of this project.

WQQ PBonds
219 ELDERBERRY DRIVE
GOLETA 93117

From: [LOUIS KARPE](#)
To: [PER Meetings](#)
Subject: Self Storage Facility at 7780 Hollister Ave
Date: Thursday, September 25, 2025 4:34:02 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 am writing to oppose this oversized building project next to the Hideaway, Bluffs, the butterfly preserve, Sand Piper Golf Course. Our community is a lovely area to live in and building a commercial building in a non-commercial area is a travesty.

It is my understanding that they want to remove most of the trees and build a monstrosity of 2/3 story building in our bucolic neighborhood.

This land should be for more housing not self storage which Goleta has more than enough of these structures.

Please consider this travesty of a building that will offer no benefit to our community.

Thank you for your understanding.

Sincerely,
Louis Karpf
242 Sanderling Lane

From: [Mark Kram](#)
To: [PER Meetings](#)
Subject: Proposed Self-Storage Facility at 7780 Hollister Avenue, Goleta
Date: Saturday, September 27, 2025 1:51:54 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.

Greetings,

I am an environmental scientist with more than 40 years of assessment and restoration experience. I have first-hand knowledge of how improper development and agency decisions can harm people and regions. I am writing to express my strong opposition to the self-storage facility proposed for 7780 Hollister Avenue. Regardless of the design changes proposed since the prior meeting, the “*elephant in the room*” remains that this type of development is not appropriate for our lovely neighborhood.

We live in the adjacent Hideaway development that is comprised entirely of family homes. 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.

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.

I 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 design changes for this incompatible development proposal will waste time and resources. Outright denial of this project should be intuitively obvious to the most casual observer. This is the wrong type of project for our neighborhood.

Thank you for valuing our concerns and for your efforts to preserve what remains of this beautiful region.

Kindest Regards,

Mark Kram, Ph.D.

Hideaway Resident
Goleta, CA 93117

From: [MVM SYNDICATE](#)
To: [Nicholas Norman](#); [City Clerk Group](#); [PER Meetings](#)
Subject: Proposed Self-Storage Facility at 7780 Hollister
Date: Monday, September 29, 2025 3:38:32 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.

Hello,

I am a resident in the Hideaway residential development, adjacent to the proposed commercial development. From my perspective, years ago, the City of Goleta made a decision to create a residential corridor on the western most section of Hollister with the development of the Bluffs and the Hideaway residential communities. In addition, the City required an open and natural preserve in the middle of the Hideaway development. I urge the City to continue down the road of planning developments in this area that are consistent, compatible, and supportive of residential neighborhoods. A self-storage facility is most certainly **not compatible** with the developments you already put into place.

We need to trust that the City of Goleta has our best interests in mind. You can't create a residential neighborhood, invite all of us to invest our hard earned savings - and what is for most of us our greatest and most coveted financial asset - and then turn your backs on us!

Our community is special in that **we invested here** to experience the natural settings of the Ellwood Bluffs and the Monarch Butterfly Grove. **We invested in** our house intentionally next to a school, the Sandpiper Golf Course and surrounding beaches and vistas. We moved here more than ten years ago for these reasons and expect the City of Goleta to honor that investment.

A self-storage facility across the street from two beautiful housing developments with many natural and beautiful surrounding amenities is **wholly inconsistent with your own decisions** to create a residential corridor. Self-storage is a commercial facility. Place it somewhere else like where Public Storage is located, down the road in a very commercialized area. That's where it belongs.

As such, I am strongly opposed to the self-storage facility proposed for 7780 Hollister Avenue. Regardless of the design changes proposed since the prior meeting, the truth remains: this type of development is not compatible with our lovely neighborhood.

I agree with our neighbors: 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, the safety or welfare of our community, or devalue our lifetime investment in a home here.

Thank you for listening to our concerns and for your efforts to support what ***you have already decided: to create and maintain a beautiful residential neighborhood in the western most Hollister corridor***. Please don't turn your backs on us now.

Sincerely,

Melissa Moreno

Melissa Moreno, J.D.
Hideaway Resident
Goleta, CA 93117

From: [Ken Pearlman](#)
To: [PER Meetings](#)
Subject: Proposed Self-Storage Facility at 7780 Hollister Avenue
Date: Friday, October 3, 2025 8:25:42 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.

To: City of Goleta Design Review Board

Re: Proposed Self-Storage Facility at 7780 Hollister Avenue

As nearby neighborhood residents, we are writing to express our opposition to the self-storage facility proposed for 7780 Hollister Avenue, the revised plans for which will be considered by the Design Review Board (DRB) at its October 14 meeting. When this project was initially submitted to the DRB for conceptual review on April 8, DRB members and many local residents criticized the plan as too bulky, too tall, lacking sufficient setbacks, and displaying a design aesthetic that is incompatible with the character of the surrounding neighborhood. Consequently, the project would constitute a clear violation of the Goleta General Plan's requirement that any new development be compatible "with the character of existing development in the immediate area" (Sec. LU 1.8), regardless of the property's current Commercial General zoning.

The revised plans being submitted for the October 14 DRB review do not significantly ameliorate these issues or change this conclusion. The size, bulk, scale, and height of the facility remain nearly the same. The overall footprint of the proposed seven buildings and the minimal setbacks remain the same. Moreover, the plan's call for removal of all the mature trees on the property is of particular concern. These trees are essential to the natural, pastoral aesthetic of the neighborhood, which would be dramatically degraded in their absence.

In sum, this proposed massive self-storage facility is completely incompatible with our quiet Western Goleta neighborhood, whose aesthetic and character have been established by the Hideaway and Bluffs family residences; the beautiful, ocean-adjacent Sandpiper Golf Course; the bucolic settings of the nearby Ellwood Bluffs and Monarch Butterfly Grove; as well as the idyllic Ellwood Elementary School and Westmont Retirement Home. Any new development that would degrade this unique character (which would be the case for any public storage facility, however designed) should not be permitted. Rather, the City should uphold its commitment to family neighborhood quality of life that the General Plan was designed to protect and ensure through its requirement for new development compatibility with the character of the immediate area.

We hope the DRB will consider our concerns in its review of this project.

Ken Pearlman and Judy Chen
Goleta, CA 93117

From: [John Burk](#)
To: [PER Meetings](#)
Subject: RE: 7780 Hollister Ave. Self-Storage units project
Date: Sunday, October 5, 2025 3:12:38 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 am against this project as I am concerned about extra vehicle traffic along Hollister owing to the fact that many visits to the facility will be needed 7 days of the week.

How about a park with attractive landscape and enhancements for children and the elderly to visit—on foot only-- for the many residences around this planned site.

John Burk

183 Sanderling, Goleta, CA

City of Goleta Design Review Board
City Hall
130 Cremona Drive
Goleta, Ca, 93117

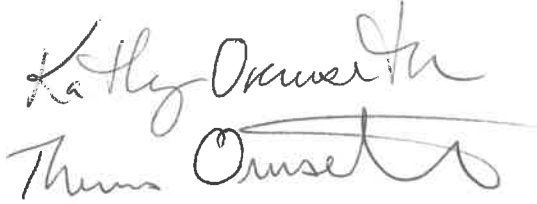
Dear DRB,

We are concerned and oppose the self storage facility proposed for 7780 Hollister Avenue.

- 1) The revised plans submitted for this massive proposal are not acceptable. There are few changes from the original plans submitted to the DRB in April, 2025. DRB members and local residents who spoke at the April meeting concerning the original plan criticized the plan as too bulky, too tall, with insufficient setbacks and a design aesthetic that was incompatible with the character of the surrounding neighborhood.
- 2) The aesthetics were minimally improved. A few plants and trees were added. Two, three story buildings were reduced to two stories. The number of storage units was reduced from 1,632 to 1,322. Otherwise, it is the same proposal.
- 3) The size, bulk, scale and height remain nearly the same. The number of mature trees removed remain the same. The overall footprint of the seven (7) buildings remain the same. The minimal setbacks remain the same.
- 4) The removal of all the mature trees in the original plan was met with considerable opposition. The trees are home to many birds, hawks and owls. The trees also help obscure the massive power line structures on Las Armas and Hollister. The power lines will be dramatically more visible with the trees removed.
- 5) Regardless of the current zoning of Commercial General, for any new development in Goleta, the General Plan requires "compatibility with the character of existing development in the immediate area". See Section LU 1.8 of the General Plan.
- 6) We live in an established neighborhood of family homes. The Sandpiper Golf Course, with its major renovation plans are enthusiastically embraced by the community. As a community, we also enjoy the bucolic and pastoral settings of the Ellwood Bluffs and the Monarch Butterfly Grove. The idyllic Ellwood Elementary School and Westmont Retirement Home also contribute to the ambience of the neighborhood.
- 7) This massive self storage facility is completely incompatible with the outstanding and unique character of the existing area. Any new development should not be permitted to degrade its character.

We urge you to consider all of these serious concerns in your review of this project.

Sincerely,
Kathy and Tom Ormseth
7714 Kestrel Lane, Goleta Ca 93117

Handwritten signatures of Kathy and Tom Ormseth. The signature for Kathy is written above the signature for Tom. Both signatures are in cursive script.

From: [Robert Miller](#)
To: [PER Meetings](#)
Cc: [Paula Perotte](#); [Stuart Kasdin](#); [James Kyriaco](#); [Luz Reyes-Martin](#); [Jennifer Smith](#); [Katie Maynard](#); [Jennifer Fullerton](#); [Cary Penniman](#); [Rita Serotkin](#); [Travis Lee](#); [Robert Nisbet](#)
Subject: Self Storage Project, 7780 Hollister Ave.
Date: Tuesday, October 7, 2025 11:35:08 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.

To: Design Review Board Members,

Re: 7780 Hollister Ave; APN 079-210-056

We write in opposition to the self storage facility proposed for 7780 Hollister Ave. When this project was first presented to the Design Review Board (DRB) on April 8, DRB members and local residents criticized its design aesthetics as **“incompatible with the character of existing development in the immediate area**, including [its] size, bulk, scale and height.” For this reason, this project violates Goleta’s General Plan. Sec. LU 1.8.

“Approvals of all new development shall require compatibility with the character of existing development in the immediate area, including size, bulk, scale and height. New development shall not substantially impair or block important view sheds and scenic vistas, as set forth in the Visual and Historical Resources Element.” Sec. LU 1.8

The General Plan states Goleta’s intention to “prevent intrusion of nonresidential uses that would be detrimental to the preservation of the existing character of the neighborhoods.” Sec. LU 1.2. This project also violates this provision, as it **provides no uses compatible with the immediate area**, an area comprised of residential communities, a senior citizen home, an elementary school, a nature preserve and a golf course.

This project is staggeringly underwhelming from a land use point of view. It contrasts dramatically with the many neighborhood improvements to be realized from the pending Sandpiper Golf Course renovation project. The restoration of the Barnsdall gas station, an adjacent cafe, the removal of power lines and the creation of walking trails for the community will all provide tremendous value to our neighborhood. **This project will provide no improvements to the neighborhood.**

The revised plans submitted for DRB review are barely revised from the original plan. The overall architectural design remains an unsightly eyesore of horizontal bunker-like buildings that are cold and uninviting. The size, bulk, scale and height of the facility remain nearly the same. The buildings’ footprint remains the same. The minimal setbacks remain the same. The revised plan for tree removal remains nearly the same. Only 27 of the existing 159 trees will be saved. These trees are essential to the natural, pastoral aesthetic of the neighborhood, which would be dramatically degraded in their absence.

This proposed massive project is **completely incompatible** with our quiet Western Goleta neighborhood, whose aesthetic and character have been established by the Hideaway, the Bluffs, the Grove and the Santa Barbara Shores family residences; the beautiful, ocean adjacent Sandpiper Golf Course; the bucolic settings of the nearby Ellwood Bluffs and Monarch Butterfly Grove; as well as the idyllic Ellwood Elementary School and Westmont Retirement Home. Any new development that would degrade this unique character should not be permitted. Rather, the City should uphold its commitment to family neighborhood quality of life that the General Plan was designed to protect and ensure through its requirement for new development compatibility with the character and uses of the immediate area.

Thank you for your consideration of our serious concerns. We ask you to reject this awful project proposed for our community.

Sincerely,

Robert and Anne Miller

rkmler2014@gmail.com

acmlerdesigns@gmail.com

From: [Wendy Ino](#)
To: [PER Meetings](#)
Cc: [Wendy Ino](#)
Subject: Self Storage Facility at 7780 Hollister Ave.
Date: Thursday, October 9, 2025 5:49:38 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.

To: Design Review Board Members,

Re: 7780 Hollister Ave; APN 079-210-056

We write in opposition to the self storage facility proposed for 7780 Hollister Ave. When this project was first presented to the Design Review Board (DRB) on April 8, DRB members and local residents criticized its design aesthetics as **“incompatible with the character of existing development in the immediate area**, including [its] size, bulk, scale and height.” For this reason, this project violates Goleta’s General Plan. Sec. LU 1.8.

“Approvals of all new development shall require compatibility with the character of existing development in the immediate area, including size, bulk, scale and height. New development shall not substantially impair or block important view sheds and scenic vistas, as set forth in the Visual and Historical Resources Element.” Sec. LU 1.8

The General Plan states Goleta’s intention to “prevent intrusion of nonresidential uses that would be detrimental to the preservation of the existing character of the neighborhoods.” Sec. LU 1.2. This project also violates this provision, as it **provides no uses compatible with the immediate area**, an area comprised of residential communities, a senior citizen home, an elementary school, a nature preserve and a golf course.

This project is staggeringly underwhelming from a land use point of view. It contrasts dramatically with the many neighborhood improvements to be realized from the pending Sandpiper Golf Course renovation project. The restoration of the Barnsdall gas station, an adjacent cafe, the removal of power lines and the creation of walking trails for the community will all provide tremendous value to our neighborhood. **This project will provide no improvements to the neighborhood.**

The revised plans submitted for DRB review are barely revised from the original plan. The overall architectural design remains an unsightly eyesore of horizontal bunker-like buildings that are cold and uninviting. The size, bulk, scale and height of the facility remain nearly the same. The buildings’ footprint remains the same. The minimal setbacks remain the same. The revised plan for tree removal remains nearly the same. Only 27 of the existing 159 trees will be saved. These trees are essential to the natural, pastoral aesthetic of the neighborhood, which would be dramatically degraded in their absence.

This proposed massive project is **completely incompatible** with our quiet Western Goleta neighborhood, whose aesthetic and character have been established by the Hideaway, the Bluffs, the Grove and the Santa Barbara Shores family residences; the beautiful, ocean adjacent Sandpiper Golf Course; the bucolic settings of the nearby Ellwood Bluffs and Monarch Butterfly Grove; as well as the idyllic Ellwood Elementary School and Westmont Retirement Home. Any new development that would degrade this unique character should not be permitted. Rather, the City should uphold its commitment to family neighborhood quality of life that the General Plan was designed to protect and ensure through its requirement for new development compatibility with the character and uses of the immediate area.

Thank you for your consideration of our serious concerns. We ask you to reject this awful project proposed for our community.

Thank you,
Wendy Ino
190 Sanderling Ln

Goleta, CA
93117

***This is the view today—lush, beautiful trees in a quiet residential neighborhood. It's peaceful, green, and part of what makes this area feel like home. We do not need another storage unit here. There's already one just a few blocks away in the designated business zone.

If this plan goes forward, every one of those trees lining my street will be cut down, replaced by a massive, industrial-looking storage facility. It's an eyesore and completely out of place. This proposal is not just unnecessary—it's outrageous.

