

From: [Les Hock](#)
To: [PER Meetings](#)
Cc: [Les Hock](#)
Subject: : Proposed Self-Storage, 7780 Hollister Ave.; Design Review Board Hearing on July 28th, 3pm
Date: Thursday, July 16, 2026 12:43:18 PM
Attachments: [image805131.png](#)

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From: Resident at Sanderling Lane, Goleta. Adjacent to proposed project.

To: City of Goleta, Design Review Committee and Planning Commission.

The subject land is one of the only remaining developable parcels on the beautiful west end of town.

With the existing land uses of our community (The Hide Away), the Senior Living facility, The Bluffs community, the Butterfly Preserve and Open Space, and the pending renovation to Sandpiper GC, this side of Goleta is on the verge of becoming a real gem in the area.

Any combination of mixed-use, retail, and/or high-end medium to high density residential would be totally appropriate and welcomed by the existing community.

We are formally opposed to the current application for a mini-storage use.

This proposed development will create a terrible eye-sore and an entirely incompatible land use in the heart of an area of Goleta that is on the verge of being recognized as a resort-style living and touring destination. No amount of frontage landscaping or building scaling reduction or set-back will bring this proposed use into compliance and compatibility with the adjacent development

In other more commercial and/or industrial areas of town, a mini-storage would certainly be appropriate, compatible with adjacent land use, and likely proceed without neighborhood objections.

Please do not make the mistake of allowing this project to proceed at this location. The City has the authority, and should have the vision, to only approve a land use that meets or exceeds the quality of life already established on all sides of this site.

thank you for the opportunity to comment.

Les and Kristin Hock.

Sanderling Lane.



Les Hock | President

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From: [Matulic, Lillian](#)
To: [PER Meetings](#)
Subject: Proposed Self-storage facility at 7780 Hollister
Date: Thursday, July 16, 2026 1:08:51 PM

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I am writing to express I'm vehemently opposed to the proposed self-storage facility at 7780 Hollister. This parcel is in between The Hideaway community with multi-million-dollar homes and the Mariposa retirement home. This is a residential area and there is no place for a business that will destroy a natural habitat, displace native hawks, increase traffic and invite trouble.

Thank you for your consideration.

Lillian Matulic
Lillian.matulic@disney.com
310.663.4070

From: [Gary Lapman](#)
To: [PER Meetings](#)
Subject: Proposed self-storage facility (7780 Hollister Ave.)
Date: Thursday, July 16, 2026 1:33:43 PM

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Members of the Design Review Board,

Putting aside the “design” of the proposed development: the owner should be wary that there are at least five self-storage facilities between western Goleta and Santa Barbara. Two of the five facilities advertise the number of lockers that they offer to total 1100+. Assuming that the other three are roughly the same size, that would be an additional ~1500 lockers. If ~2600 lockers are already available in the general area, what chance does an additional facility have at making a profit? Is the Hollister Avenue corridor to be known as "self storage row"?

Previously the residents at the Hideaway complained about the proposed landscaping and removal of existing trees as well as the physical dimensions of the buildings which are overpowering and are not compatible with the adjacent housing. I don't believe that substantial changes have been proposed to approach being acceptable in those regards.

Thanks for your consideration,

Gary Lapman

President of the Hideaway HOA

From: [Bill Rodgers](#)
To: [PER Meetings](#)
Subject: 7780 Hollister
Date: Thursday, July 16, 2026 1:47:21 PM

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To whom it may concern:

Open space and natural habitats are what makes a place special. Let's not ruin such a precious resource for a self storage facility!

Thank you.

William E. Rodgers | Director - International

wer@maxsgroupinc.com

<http://www.maxsgroupinc.com>

Email 01.jpg



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From: [Mark Kram](#)
To: [PER Meetings](#)
Cc: [Nicholas Norman](#)
Subject: Proposed Self-Storage Facility at 7780 Hollister Avenue, Goleta
Date: Monday, July 20, 2026 9:56:52 AM

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Greetings,

I am an environmental scientist with more than 40 years of assessment and restoration experience throughout the US and beyond. I have first-hand knowledge of how improper development and agency decisions can impact citizens and property values. I am writing to express my strong opposition once again regarding the self-storage facility proposed for 7780 Hollister Avenue. Regardless of the design changes proposed since the initial meeting, this type of development is not appropriate for our lovely neighborhood. I've spoken with as many neighbors and Goleta residents as possible over the past several months and have yet to meet anyone who is in favor of the proposed facility.

We live in the adjacent Hideaway development that is comprised entirely of family homes and carefully designed open space that honors the native species and watershed. 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. On any given day, hikers park on Las Armas to access the unique Sperling Preserve, which many of us worked hard to procure.

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.

When the Hideaway and Ellwood Bluffs communities were first conceived and approved, City of Goleta and County planners committed to a trajectory that would promote the development of residential spaces adjacent to open spaces – not industrial development that would degrade the residential character. We were assured that exceptions such as the NRG facility would undergo a sunseting phase. Consistent with the direction established via high-quality residential development, several of us recently attempted to meet with Mr. Mancini and his representatives to discuss alternatives. Our goal was to brainstorm about alternative

land use concepts that would achieve mutual benefit (e.g., maintaining appropriate neighborhood character while providing a return on investment). Our “olive branch” gesture was met with an attempt to convince us to accept this incompatible development proposal. As such, our community concluded that a meeting would not be productive. This intractable position has resulted in a stronger community commitment to opposing the current proposal.

Since first hearing about Mr. Mancini’s proposal, we have learned that a number of self-storage facility proposals have been rejected in cities across California because residents expressed the same concerns we have about land use, aesthetics, traffic and community vision. For instance, the following cities have rejected self-storage facilities: Los Angeles, Moorpark, Dublin, Thousand Oaks, Laguna Beach, and Laguna Canyon. Many of my neighbors would argue that our community is even more desirable than these. As such, if self-storage facilities are not appropriate for those cities, then surely they are not appropriate for our community.

The neighbors I have spoken with 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 subtle design changes for this inappropriate development proposal will waste time and resources. Outright denial of this project at this time should be intuitively obvious to the most casual observer. This is the wrong type of project for our neighborhood.

Thank you for your efforts to preserve what remains of this beautiful region.

Kindest Regards,

Mark Kram, Ph.D.
Hideaway Resident
Goleta, CA 93117

From: [Geoff Furman](#)
To: [PER Meetings](#)
Subject: Parking lot development
Date: Saturday, July 18, 2026 4:27:00 PM

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Pristine site should not be 'used stuff storage dump'. A great park across from butterfly and bluffs is an admirable idea, or UCSB related ..?

[Sent from Yahoo Mail for iPad](#)

From: [ed Bennett](#)
To: [PER Meetings](#)
Subject: 7780 Hollister avenue project
Date: Saturday, July 25, 2026 5:21:07 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.

We're the Bennett's and we reside at the bluffs and we've been made aware of a development of a storage facility located directly across from our residence. This is incompatible with our beautiful residential area & is directly across the street will create significant traffic impact and is out of character, and will provide an industrial feel rather than a residential! It will also serve the impact the value of our property! We definitely object to such approval and request that you disapprove the same thank you Holly and Ed Bennett

From: [Tom and Kathy Ormseth](#)
To: [PER Meetings](#)
Subject: 7780 Hollister Avenue
Date: Saturday, July 25, 2026 6:53:24 PM

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Design Review Board,

My husband and I are concerned about the proposed project at 7780 Hollister Avenue in Goleta. Although we're pleased that you reduced the height of the proposed project from three stories to two stories, we still feel that it is inconsistent with the other uses in our area. The area around Hollister and Cathedral Oaks is a residential area augmented by the Sandpiper Golf course, a retirement home and the local elementary school. The proposed storage facility is a commercial industrial use. It is sad to see a beautiful residential location turned into a storage facility.

We would like to see the city of Goleta consider rezoning the subject parcel to multifamily residential. That way, the developer could consider selling his lot at a profit to a new developer. Rezoning the parcel would also help the City of Goleta meet its housing goals with the state housing board.

If rezoning is not a feasible option, there are still many problems with the proposed development. There is a significant amount of security lighting proposed that will be in conflict with the dark sky designation in our area. I'm sure the city of Goleta takes its responsibility about preventing light pollution seriously. A condition that the site might not be illuminated at night might be a sufficient deterrent to the project.

Another thought would be to hide the facility behind a row of trees in front of the project. I imagine that developer would prefer to have great visibility for his storage facility, but the appearance of the storage facility will detract substantially from the existing neighborhood. Putting the entrance down a side street and putting trees in front of the project would help considerably. The existing trees provide a terrific natural barrier. It would be best if they could be maintained.

We hope you will take our suggestions and concerns seriously. We thank you for your effort to preserve what remains of this beautiful region. Only you can save our neighborhood from this unfortunate proposal.

Sincerely,
Kathy and Tom Ormseth
7714 Kestrel Lane
Goleta, California 93117
Sent from my iPad

From: [Pamela Viale](#)
To: [PER Meetings](#)
Subject: Planned development of storage facility on Hollister
Date: Sunday, July 26, 2026 10:53:59 AM
Attachments: [drawing 3.png](#)

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'm writing to tell you that I do not approve of the current building plans for the plot across the street from the Bluffs housing (where I reside) next to the Hideaway. I believe it's the wrong kind of construction for that area. It's very utilitarian in nature and this is now become primarily a housing unit and residential area, along with a place for elderly people to spend the rest of their lives and a school. We have a large storage facility that's along the side of the 101 that's very close to this planned development and although I think that one also is an eyesore, it's mostly viewed from the freeway so it's a short-lived eye sore for the person that encounters it. However, this one would be right across the street from my home and right across the street from the Hideaway and all of these residents moved here to primarily enjoy a preserve, with a lot of trees and a bucolic setting interspersed with residential buildings. What is being proposed is not a residential building, it's not bucolic, it's bulky and commercial AND they want to remove 130 trees. That will allow us to view the utilitarian buildings even more easily. I think that if you'd really look at the use of this property appropriately, you'd want to enhance it and I believe we need more housing for our Goleta population. To me, it would make more sense to build some condos or townhouses with appropriate landscaping to soften the buildings. I believe the Hideaway is perfect example of what it could look like. And we are now looking at developers improving the Sandpiper golf course and making it into a world class golf course Restaurant and the restoration of the Barnesdale gas station. That plan improves the nature overall of this area while I think the extra traffic and the trucks and whatever else would entail going into a storage facility would be detrimental to the nature of our unique preserve. The proposed large, bulky buildings along with removal of 130 trees would drastically change the nature of the preserve and its environment. I don't think we'd need this particular development given that we have other storage units very close by. I would hope that the Coastal commission would not like this as well. I wish the developer would look at this again and decide to do something more in the residential framework versus the utilitarian nature of this project. I really appreciate the opportunity to let you know my feelings and if you need me to come down there and talk to you in person I would be happy to do so.

Thank you very much. 

Sent from my iPad

July 24, 2026

City of Goleta Design Review Board
130 Cremona Drive, Goleta CA 93117

RE: Storage Facility Proposal at 7780 Hollister Avenue, Goleta, CA

Dear Design Review Board,

I am a resident of Western Goleta and have been living here for the past 14 years. I live at The Bluffs; a beautiful community nestled in the middle of the Ellwood Mesa Preserve and directly across the street from this property. We are also adjacent to the Sandpiper Golf Club which lies directly to our West, and within close proximity to The Hideaway community, the Mariposa Retirement community, Ellwood School, and the public entrance to the Ellwood Mesa Preserve. All these properties create the unique beauty and character of our Ellwood Shores neighborhood.

Directly across the street from the entrance to our community lies the 7780 Hollister property, where the owner is proposing to build a large and boxy storage facility. During the entire time we have lived at The Bluffs, that property has been lined with tall and mature trees and have created a natural barrier that mirrored the tranquility and "natural beauty" of our area. It is clear that this structure is inconsistent with the environmental goals, scenic views, and wildlife sensitive designs of all other areas of our neighborhood. We are all very concerned that it will create a permanent visual and planning mismatch right in the middle of the more natural and preserve-focused setting.

In addition to the immediate visual incompatibility of this facility, there are a host of other reasons why locating a storage facility at this location is not a good match for this Ellwood Shores neighborhood. I have highlighted the main concerns for our community below:

1. Design of the structure and removal of 130+ trees – While we understand that the builder would like to have the public easily see the facility as they travel along Hollister Avenue, the proposed landscaping surrounding the building focuses on all new plantings, at much reduced heights. This allows the storage buildings to tower over the surrounding residential communities. We would propose that at the very least, tall, mature trees be preserved, as much as possible, and that those removed be replaced with similar sized specimens. This facility needs to blend into our neighborhood and not stand out and become an eyesore within it.
2. Lighting – A storage facility requires a significant amount of lighting to protect and discourage unauthorized entry and security of the property. This is in direct conflict with the nature of our neighborhood which requires dark skies at night and only downward facing lighting at our homes. Since the City required our community to abide by a dark-sky ordinance, we find it inconsistent that this facility would be allowed to have lights on

at all hours of the night and thus disrupt the very environment created within neighboring communities. To say that this lighting would be an undesirable nuisance would be an understatement.

3. Increased volume and nature of traffic – We have a concern with the volume of traffic and the nature of vehicles entering and exiting this facility. Again, as a residential community we have mostly personal cars and service vehicles traveling our roads. The increased volume of trucks entering and exiting the facility can cause increased congestion and delays in addition to significantly more noise. This will be especially true on the side streets of Las Armas and Via Jero. The extended hours of operation also bring much more traffic into our area in off hours.

We believe that this plot of land should be reserved for a more compatible use and fit for our neighborhood. The Ellwood Shores neighborhood relies on tranquility, views and preserved natural settings. I think you can all agree that a large storage facility does not meet any of those criteria and thus is incompatible with the previously approved projects in our area. The recently approved Sandpiper Golf Club redesign incorporated all those elements into their proposed plans. We don't understand why the same design principles don't apply to this project.

We are also concerned that once this frontage area is used for storage, it cannot support a use that better serves residents or protects the community's character. It also opens the door to other inappropriate types of facilities that would further detract from the character and nature of the area. The residents in our neighborhood have done much to improve the value and desirability of Western Goleta. The City of Goleta should recognize that and find ways of preserving the value and desirability of this Ellwood Shores neighborhood by finding appropriate investments that fit this neighborhood's character. This facility is the wrong use, wrong location, and wrong scale for Ellwood Shores!

Thank you for considering these points as you complete your review of this facility.

Sincerely,

Carolyn Grenier
291 Elderberry Drive
Goleta, CA 93117