



TO: Goleta Design Review Board

SUBMITTED BY: Shannon Kirn, Assistant to the City Manager

SUBJECT: Carpeteria Carpet One's POP Grant Mural Design

DRB ACTIONS FOR CONSIDERATION:

Review and provide feedback on Carpeteria Carpet One's Mural Design "Entry to Old Town"

BACKGROUND:

At the May 21, 2019, City Council meeting, the City Council directed staff to develop a public art policy for the City. This objective was added to the City of Goleta Strategic Plan under Strategic Goal 2.2 - Support programs that enhance quality of life in the Goleta community such as recreation, public safety, human services, and cultural arts. The Public Art Policy (Policy) was subsequently adopted by the City Council on the October 7, 2025.

On May 6, 2025, the City Council awarded Old Town Pride of Place (POP) Grants to support various programs and projects at local businesses. Two (2) of the funded projects include new murals. Because the projects were received prior to the adoption of the Policy, the Council directed staff to handle these projects through an informal review process, including a voluntary presentation to the Design Review Board (DRB) for feedback.

DISCUSSION:

Carpeteria Carpet One (Carpeteria), located at 5610 Hollister Avenue, received a POP Grant to create an "Entry to Old Town" mural and has volunteered to present the design and receive input from the DRB. Carpeteria has selected Jessica Altstatt as the artist. Altstatt is an experienced marine biologist and community science leader with extensive background in public outreach, education, and conservation. She has also served in a leadership role for the Old Town Goleta Audubon Mural Project since 2021, working closely with property owners, City representatives, and community partners.

The proposed design features a continuous wave extending across three panels from right to left. The left panel—most visible to those approaching Old Town on Hollister

Avenue—includes butterflies. The center panel incorporates dolphins and pelicans within the wave, while the right panel highlights local agricultural identity through lemons and avocados. Sky imagery occupies the top of the composition, with bright, colorful flowers at the bottom, including native and threatened species such as the Gaviota tarplant. The mural is planned to be installed at least six feet above the sidewalk to reduce potential vandalism. Given its primary visibility from across the street, the Kellogg–Hollister intersection, and westbound Hollister traffic, the design emphasizes bold, easily legible imagery.

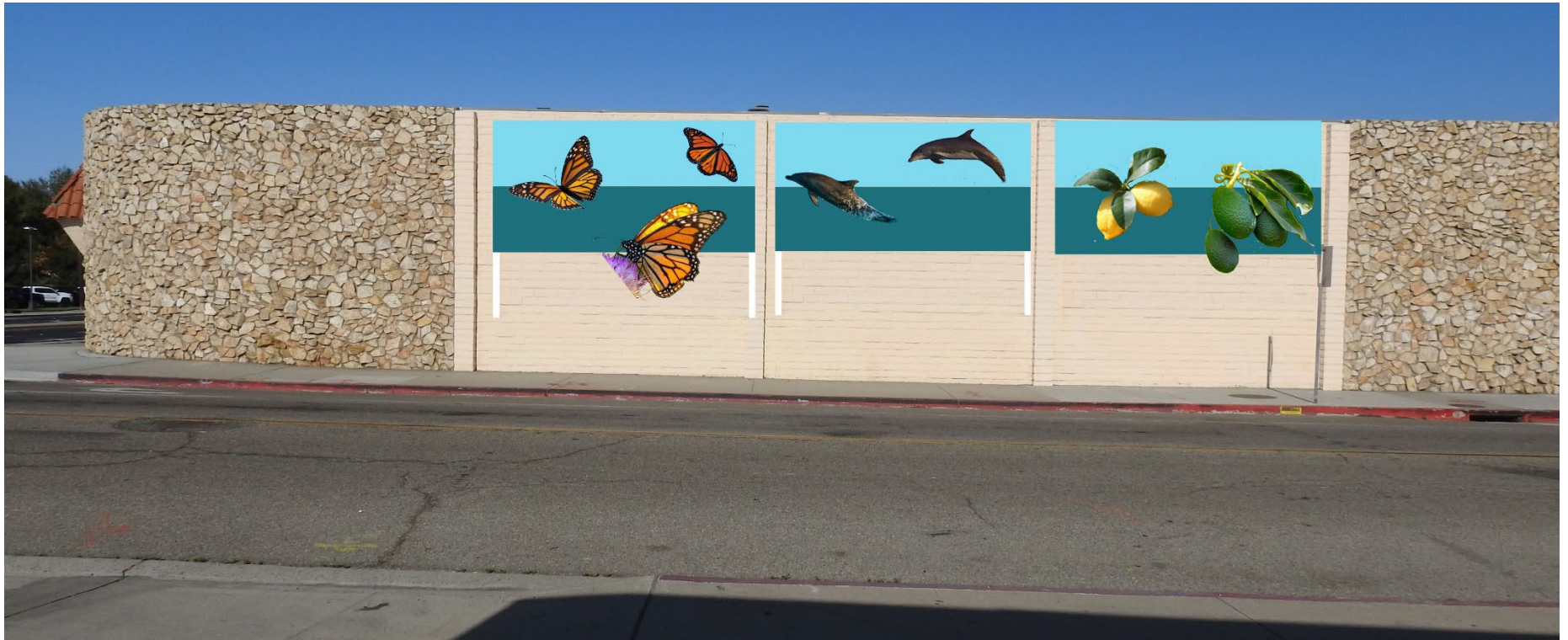
Consideration has also been given to incorporating wording such as “Goleta” or “Goleta Welcomes You.” Carpenteria and Altstatt welcome DRB feedback on the proposed design.

ATTACHMENTS:

1. “Entry to Old Town” conceptual design

ATTACHMENT 1

“Entry to Old Town” conceptual design



GOLETA WELCOMES YOU



WELCOME TO OLD TOWN GOLETA

