

7190 Hollister Ave

GOLETA, CA

HIGH-DENSITY RESIDENTIAL SITE

For Sale | Three Contiguous Parcels for Development | **10.57 acres**

Experience. Integrity. Trust.
Since 1993

Francois DeJohn
805.898.4365
fran@hayescommercial.com
lic. 01144570

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PROPERTY SUMMARY

Three contiguous parcels totaling 10.57 acres of RH-zoned land on Hollister Avenue, one of the largest development sites in western Goleta. Designated in the City's 2023–2031 Housing Element, the property allows 20–30 units per acre, and qualifying projects can be approved by right. The site sits just south of Highway 101, near the Storke & Hollister retail hub (Target, Costco, and many eateries) and minutes from UCSB, Santa Barbara Airport, and Goleta's major employers. That combination of zoning, scale, and location makes this property a once-in-a-lifetime residential development opportunity on the South Coast.



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PROPERTY DETAILS

Address:	7190 Hollister Avenue, Goleta, CA
Property Type:	High-density residential land
Price:	Best offering terms, not interested in JV
Escrow Period:	3-24 months, depending on price and deposits
Land Size:	10.57 acres (3 parcels)
APNs:	073-030-005, 006 & 009
Zoning:	RH (20-30 units per acre)
Existing Improvements:	Approximately 6k sf commercial building built on parcel 005 that is leased on a month-to-month basis to Jubilee Church.

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HOUSING ELEMENT

A Designated Housing Element Site in Western Goleta

California cities must adopt a Housing Element, a state-mandated plan to meet their share of regional housing need. To meet its 2023–2031 target of 1,837 units, Goleta designated 7190 Hollister Avenue and the adjoining parcels for High-Density Residential (RH) zoning, which allows 20–30 units per acre.

At roughly 10.57 acres with capacity for about 211-317 units, it is one of the largest undeveloped sites in the City's housing inventory. Projects that reserve 20% of units for lower-income households qualify for by-right approval with no discretionary review. That makes entitlement faster and more predictable, on a transit-served stretch of the Hollister corridor near western Goleta's job centers.

QUICK FACTS

Program:	Goleta 2023–2031 Housing Element (HE 2.1(a))
APNs:	073-030-005, -006, -009
Zoning:	RH, 20–30 du/acre
Coastal Zone:	No
Approval:	By-right with 20% lower-income set-aside

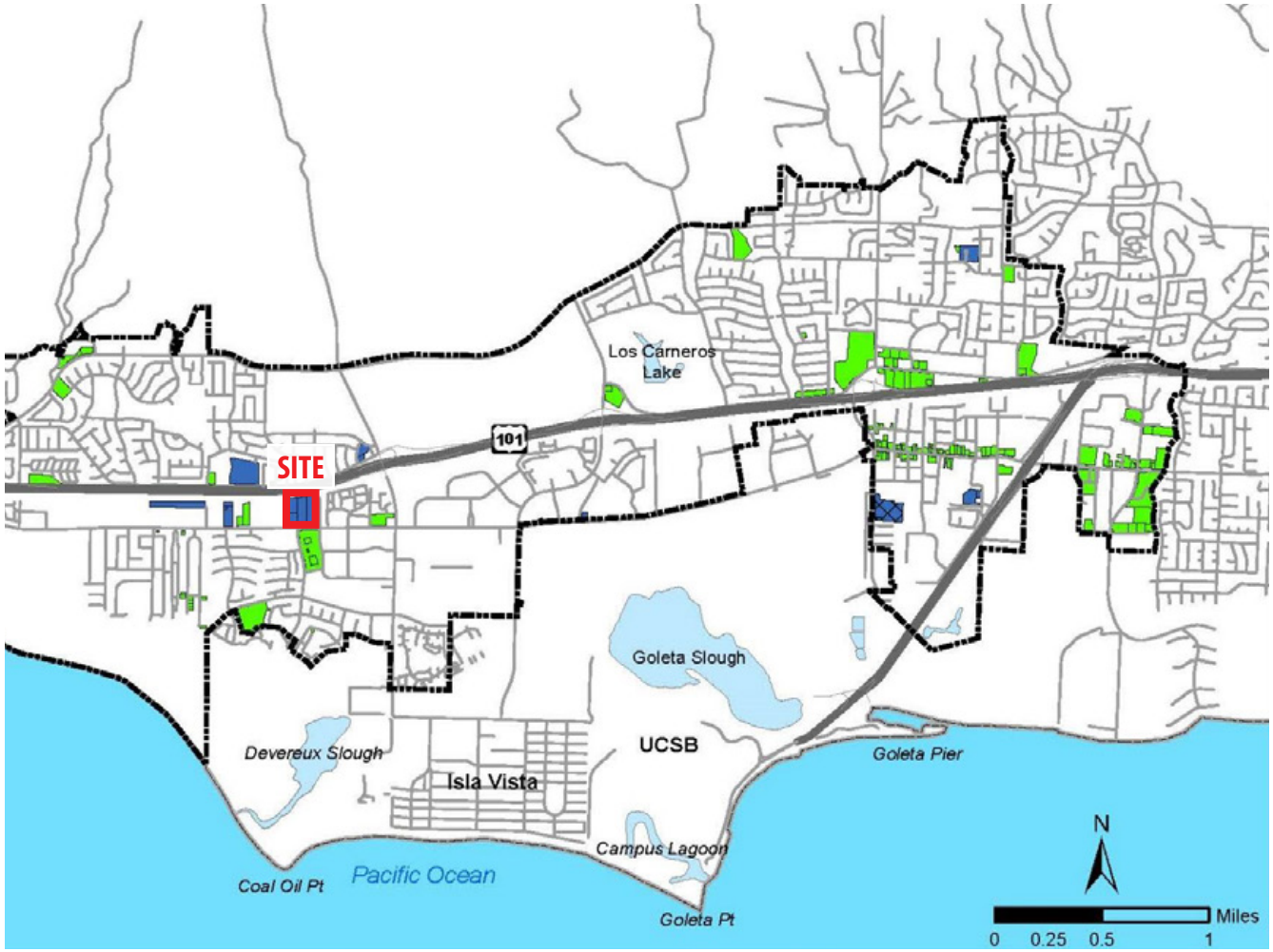

Figure 10A-2
Element Sites Inventory Map - Goleta

GENERAL PLAN/COASTAL LAND USE PLAN
August 2023

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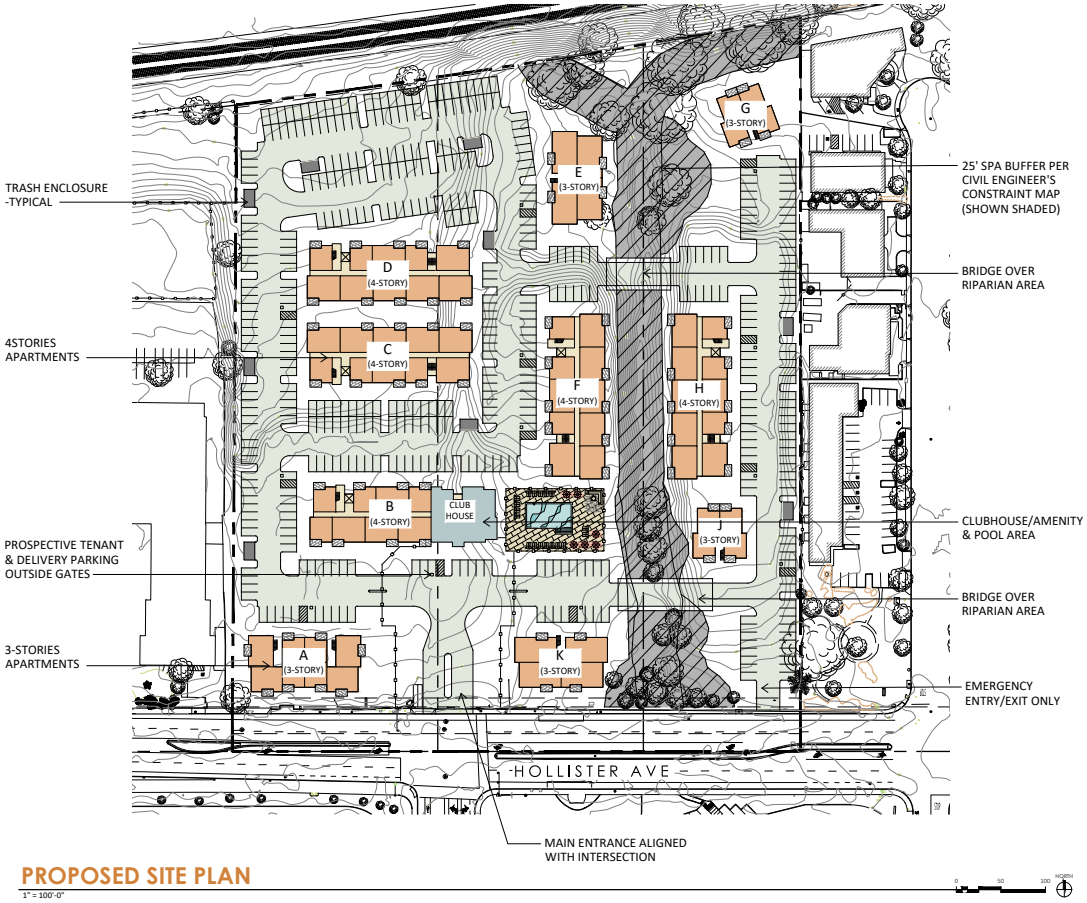
DEVELOPMENT

A conceptual site plan shows a gated apartment community of ten 3- and 4-story buildings arranged around a central clubhouse, pool, and amenity area. The plan works with the site's natural features and preserves a 25-foot buffer along the drainage corridor that runs through the property, connecting both sides with pedestrian bridges. The main entrance lines up with the existing intersection on Hollister Avenue.

Conceptual plan for illustrative purposes only. Buyer to verify all development potential with the City of Goleta.





PROPOSED SITE PLAN

1" = 100'-0"



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PARCEL DETAILS

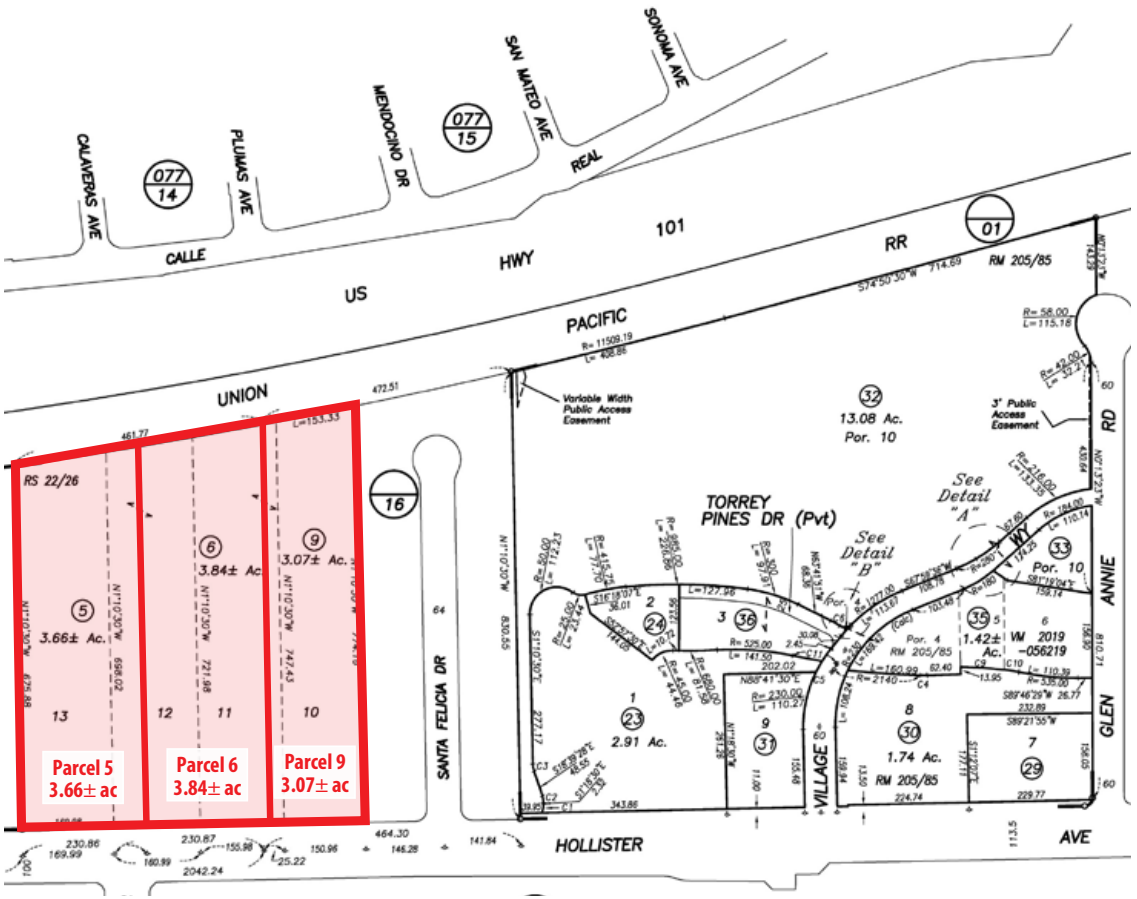
- Three contiguous parcels totaling 10.57 acres
- APNs: 073-030-005, 073-030-006 & 073-030-009
- RH zoning allows 20–30 units per acre
- Designated in Goleta's 2023–2031 Housing Element
- Estimated capacity: about 211-317 units
- Projects with a 20% lower-income set-aside may qualify for by-right approval
- Located on Hollister Avenue just half a mile from Hwy 101 northbound and southbound access

Together, the three parcels offer rare scale along the Hollister corridor in western Goleta. The site combines Housing Element designation, RH zoning, and direct visibility from Hollister Avenue, all within minutes of Highway 101, retail amenities, UCSB, Santa Barbara Airport, and major employment centers.



Existing structure on Parcel 5





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STORKE & HOLLISTER

Goleta's Retail Hub







Storke & Hollister is Goleta's most active and critical intersection, representing the height of convenience and commercial activity. National names like Target and Costco anchor multiple shopping centers, alongside more local flavors like Los Arroyos and Natural Cafe. Adding yet another layer to the rich tapestry of amenities in this area, Highway 101, UCSB, Cottage Hospital, and Santa Barbara Airport are all mere minutes away.

BIKESCORE
98

'Biker's Paradise'

Daily errands can be done on a bike

AVERAGE HOUSEHOLD INCOME
(5 mi radius)

$145,611

AREA POPULATION
(5 mi radius)

77,024

Source: esri. 2024 demographics centered on 250 Storke Rd.

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GOLETA



32,072 *current residents*

$159,350 *avg. household income*

64% *college-educated*













Conveniently located just 8 miles from Santa Barbara, the city of Goleta is nestled between a backdrop of majestic mountains and sprawling coastal bluffs. Home to beautifully-designed business parks, safe and family-oriented neighborhoods, and a world-class university, Goleta is among Californa's premier locations for businesses.



Source: esri. 2023 demographics

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CONFIDENTIALITY AGREEMENT

The Seller, through Hayes Commercial Group ("Sales Agent"), has available for study certain information ("Evaluation Materials") regarding 7190 Hollister Ave in Goleta, CA (the "Property"). We are prepared to furnish the Evaluation Materials to you in connection with discussions concerning your possible investment in the Property only on the condition that you agree to treat the Evaluation Materials confidentially and agree specifically as follows:

1. The Evaluation Materials furnished to you will not be used for any purpose other than to evaluate a possible investment in the Property by you as a Principal or broker;

2. You will not make any of the Evaluation Materials available, or disclose or distribute, either orally or in writing, any of the contents of the Evaluation Materials, to any person other than your counsel, analyst(s), equity partner(s), broker(s), or potential lender(s) (hereinafter "Excluded Persons");

3. You will not disclose to any person, other than Excluded Persons, either the fact that discussions or negotiations are taking place concerning a possible investment in the Property by you or any of the terms, conditions or other facts with respect to any such possible investment, including the status thereof;

4. You agree that you will not contact the tenant or property management staff of the Property in connection with your review of the Evaluation Materials. Any and all questions related to the Evaluation Materials must be directed solely to Francois DeJohn at Hayes Commercial Group;

5. You acknowledge that neither the Seller, nor Hayes Commercial Group, nor any affiliate of either of such persons, nor any partner, director, officer, employee, agent of or consultant to any such persons (collectively, "Seller/Agent") has made any representation or warranty as to the completeness or accuracy of the Evaluation Materials, and any representation or warranty in connection therewith is hereby expressly excluded. The Evaluation Materials provided to you are subject to change of price or terms, withdrawal from market without notice, and prior sale. You agree that the Seller/Agent shall have no liability to you resulting from the delivery to, or use by, you of the Evaluation Materials or otherwise with respect thereto, and you agree to defend, indemnify and hold the Seller/Agent harmless from and against all loss, damage or expense sustained or incurred by Seller/Agent by reason of any unauthorized distribution or disclosure of the Evaluation Materials by you or by any Excluded Person;

6. We may elect at any time to terminate access to the Evaluation Materials, and you agree that you will, following any request by us or if you do not wish to invest in the Property, promptly redeliver to us all written Evaluation Materials and any other written material (and agree to delete any analyses contained in a database or spreadsheet type format) containing information in the Evaluation Materials and will not retain copies of such written material;

7. You acknowledge that you have not dealt with any broker other than Hayes Commercial Group concerning the investment in the Property; and

8. You acknowledge that when you make available the Evaluation Materials to any Excluded Person, you will inform such Excluded Persons of the confidential nature of the Evaluation Materials and the existence and terms of this Agreement.

Please acknowledge your agreement to and acceptance of the foregoing by signing where indicated below and returning one (1) executed copy of the to our attention.

ACCEPTED AND AGREED effective as of _____, 2026

PRINCIPAL	BROKER
By: _____	By: _____
Name: _____	Name: _____
Company: _____	Company: _____
Tel: _____	Tel: _____
Email: _____	Email: _____

Mailing address: Hayes Commercial Group, 222 E Carrillo St, Suite 101, Santa Barbara, CA 93101. *Fax:* 805-456-0805

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