

NOLETA DEVELOPMENT UPDATE

What is planned near San Marcos Road, San Simeon Drive, and Walnut Lane?

A larger-print overview of three nearby housing developments based on public records and documents reviewed so far.

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Why I created this update

I have lived in the Noleta area for more than 20 years. I am a homeowner, my children currently attend El Camino School, and I believe that neighbors have the right to be informed about projects nearby.



At a glance

The two approved projects total 1,473 homes. Including the current 5050 Hollister proposal, the three sites could total 1,679 new homes.

Three nearby projects

1 San Marcos Ranch

956

approved apartments

720 market-rate

236 affordable

Rent or sale: Rental apartments

STATUS: APPROVED

2 Tatum

517

approved homes

106 affordable apartments

385 market-rate

26 moderate-rate

Rent or sale: 106 affordable apartments for rent. Remaining homes not yet confirmed.

STATUS: APPROVED

3 5050 Hollister

206

current proposal

163 townhomes

43 affordable rentals

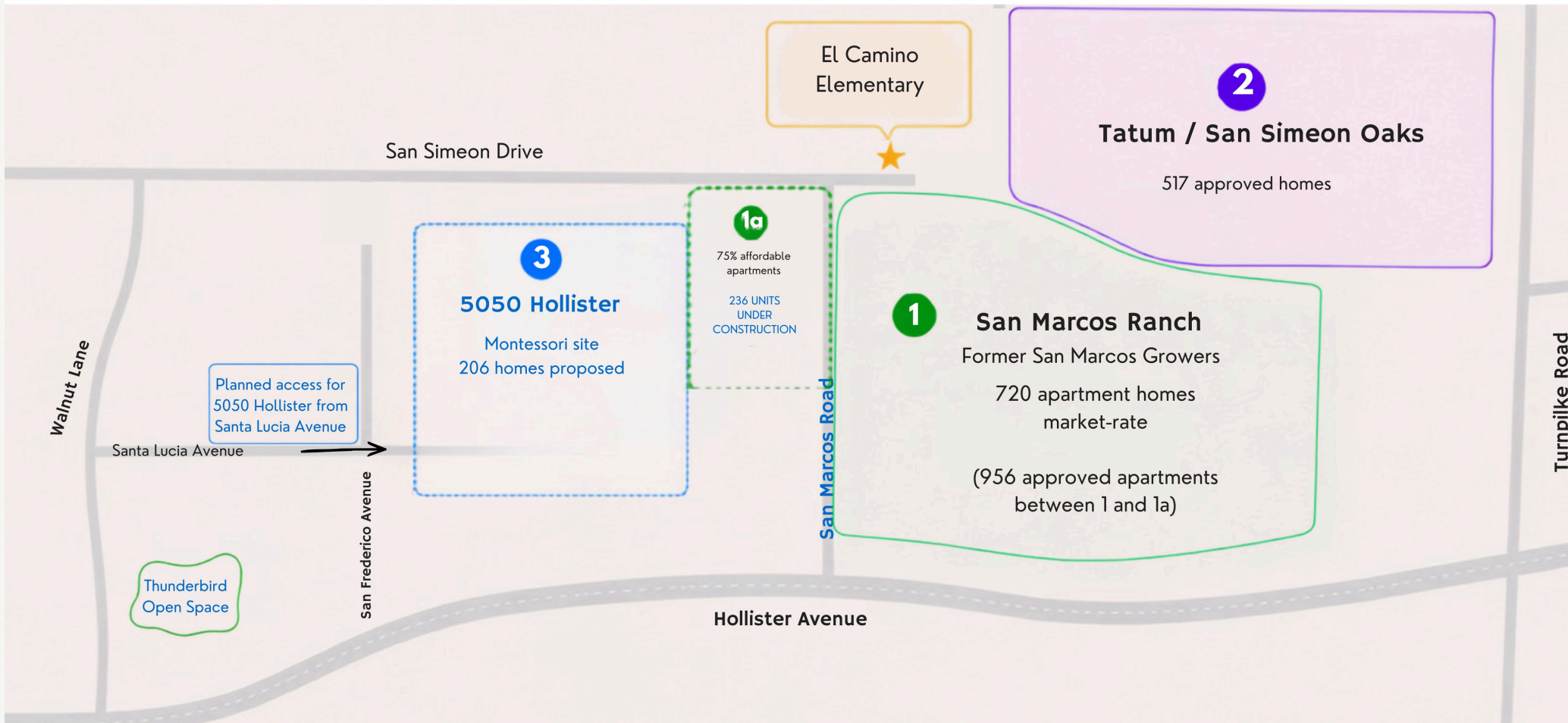
Rent or sale: 163 townhomes for sale and 43 affordable apartments for rent

STATUS: UNDER COUNTY REVIEW

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Approximate locations

This schematic shows the general relationship between the three developments. It is not a survey, parcel map, or final project-boundary representation.



5050 Hollister access: Current public materials reviewed so far identify planned access from Santa Lucia Avenue. Detailed final access design should be verified in the formal plan set.

Project details and important caveats

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1. San Marcos Ranch

San Simeon Drive and South San Marcos Road

- 956 apartments total: 720 market-rate and 236 affordable
- Residential buildings listed as three stories
- Affordable parcel: 115 one-bedroom, 61 two-bedroom, and 60 three-bedroom units
- Access noted from S. San Marcos Road and San Simeon Drive
- Developer projected market-rate construction to begin in Q2 2027, with first occupancy in late 2028. Estimates may change.

Current status: Approved. 236 units are already under construction.

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2. Tatum / San Simeon Oaks

San Simeon Drive and South San Marcos Road

- 517 homes total: 106 income-restricted affordable apartments, 385 market-rate homes, and 26 moderate-rate homes
- Land owned by Santa Barbara Unified School District
- School District signed a 99-year lease with the affordable housing developer
- Housing Authority of the County of Santa Barbara will manage the affordable units
- Includes a San Simeon Drive extension toward Turnpike Road

Current status: Approved. Construction has begun on the 106-unit San Simeon Oaks affordable portion.

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3. 5050 Hollister Avenue

5050 and 5052 Hollister Avenue

- 206 homes total
- 163 for-sale market-rate townhomes
- 43 low-income affordable rental apartments
- Approximately 11.69 acres
- Formal housing application Case 26HSG-00004 is under County review
- The project must annex into the Goleta Sanitary District and connect to the Goleta Water District

Current status: Formal application submitted and in review. Not finally approved. Not yet under construction.



How these projects were approved

San Marcos Ranch and Tatum were processed through Santa Barbara County's Housing Element, which identifies sites to help meet California's housing requirements.

Because these projects met the adopted Housing Element and applicable development standards, they could be approved ministerially (administratively), without a traditional discretionary public hearing or Board of Supervisors vote.



Information still needed for 5050 Hollister

Public plan set, elevations, building heights and stories, bedroom mix, parking count, internal circulation, exact access details, tree removal, landscaping, grading, drainage, traffic, fire, and utility-review documents.

Public records and sources

- [1] Santa Barbara County project page: San Marcos Ranch LLC Housing Development
- [2] California CEQA net NOE: San Marcos Ranch LLC Housing Development, SCH 2025110250
- [3] California CEQA net NOE: Tatum Multifamily Housing Development, SCH 2025110357
- [4] Santa Barbara County APCD Draft Permit to Operate 16542, 125 S. San Marcos Road
- [5] Santa Barbara County project page: 5050 Hollister, LLC. Multi-Unit Housing Development
- [6] Planning case 26HSG-00004, 5050 Hollister, LLC - Multi-Unit Housing Development
- [7] Planning case 25HPA-00014, 5050 Hollister SB 330 Pre-Application
- [8] Planning case 26INT-00165, 5050 Hollister, LLC - SB 330 Housing Project
- [9] Santa Barbara County Board File 25-00728, Montessori/5050 Hollister road right-of-way

Questions or information to share?

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Disclaimer: General community information only. Please verify current records before relying on dates, project status, or construction details.