

Local Housing Marketing Program (Revised)

Case No. 26ORD-00003

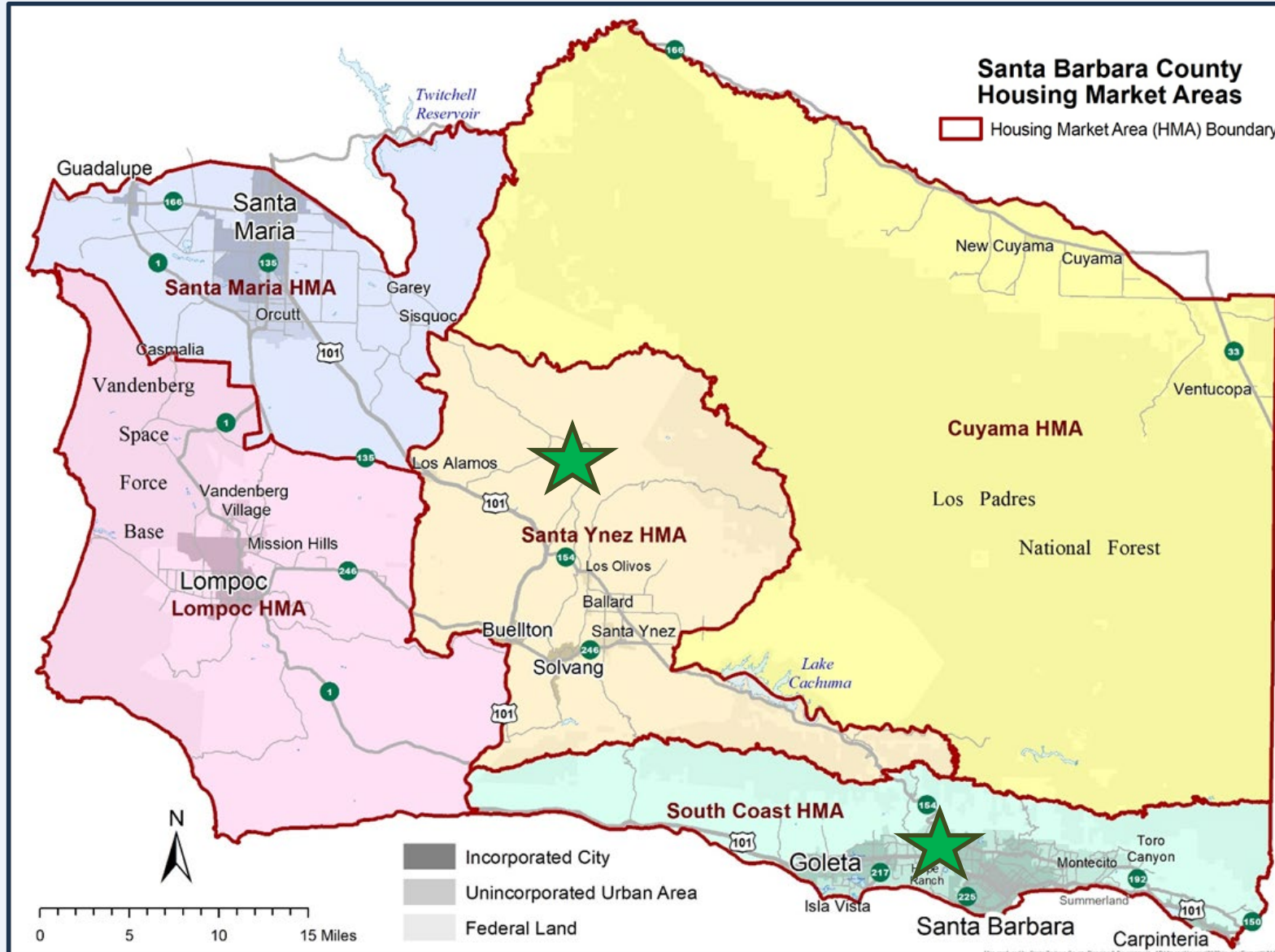
May 5, 2026

Board of Supervisors



County of Santa Barbara
Planning and Development
Lila Spring

Housing Market Areas (HMA)



Timing Changes

- 52-5(d) “Developers shall implement local marketing plans at least ~~21 days~~ twelve weeks before any other general marketing plans for housing projects subject to the requirements of this chapter.”
- 52-6(a) “The advertisements shall appear at least one time per week for ~~six~~ twelve weeks.”
- 52-6(c) “The posts shall appear on at least four social media sites at least one time per week for ~~six~~ twelve weeks.”



Other Changes

- 52-7(d) “Rent or for-sale ~~prices~~ price ranges.”
- 52-6(b) Changes to expand applicability to include jurisdictions and organizations in the Santa Ynez HMA
- Minor numbering changes to correct a section numbering error

Staff Recommendations

- Consider and approve the introduction (first reading) of a revised ordinance adding Chapter 52 to the Santa Barbara County Code;
- Read the title and waive further reading of the ordinance in full;
- Determine that the ordinance is not a “project” as defined in State CEQA Guidelines; and
- Continue the hearing to the Administrative Agenda of May 12, 2026, for final adoption (second reading).

