


Memorandum



Date: 4/30/26
To: Members of the Board of Supervisors
From: Lisa Plowman, Director 
Subject: Local Housing Marketing Program Ordinance – Project Changes

The Planning and Development Department presented the first reading of the Local Preference Marketing Program Ordinance (Chapter 52) to the Board of Supervisors on April 21, 2026.

At the hearing, the Board of Supervisors directed the following modifications to Chapter 52, Local Housing Marketing Program:

- (1) Expand the housing market areas to include the Santa Ynez market anywhere it is referenced within the Ordinance.
- (2) 52-5 Subsection (d) to read “Developers shall implement local marketing plans at least twelve weeks before any other general marketing plans for housing projects subject to the requirements of this chapter.”
- (3) 52-6 Subsection (a) to read “The advertisements shall appear at least one time per week for twelve weeks.”
- (4) 52-6 Subsection (c) to read “The posts shall appear on at least four social media sites at least one time per week for twelve weeks.”
- (5) 52-7 Subsection (d) to read “Rent or for-sale price ranges.”

The Board also directed that the record be supplemented with the findings from Supervisor Hartmann that were read into the record at the hearing on April 21, 2026.

Implementation of the Board’s directed modification (1) required multiple updates to the ordinance including several updates to Section 52-6 Subsection (b). Section 52-6 Subsection (b) was modified to broaden applicability from the South Coast HMA to instead reference “the respective HMA”. Further, staff removed reference to specific jurisdictions and organizations within the South Coast HMA and substituted more general language to indicate the jurisdiction or organization type (e.g. “Chambers of Commerce” replaced “Santa Barbara South Coast Chamber of Commerce”).

Minor typographical changes were also made to the ordinance to correct a numbering error.

Changes have been incorporated into Chapter 52, Local Housing Marketing Program, consistent with the Board’s direction, as shown in the attachments to this memorandum. Given the additional changes required to implement the Board’s direction, the Board will consider the revised ordinance at its hearing on May 5, 2026.

Recommended Action:

That the Board of Supervisors on May 5, 2026:

- a) Consider and approve the introduction (first reading) of a revised ordinance adding Chapter 52 to the Santa Barbara County Code, titled Local Housing Marketing Program (Case No. 26ORD-00003), included as Attachment A;
- b) Read the title and waive further reading of the Ordinance in full;
- c) Determine that the ordinance, Local Housing Marketing Program (Case No. 26ORD-00003), is not a “project” as defined in State CEQA Guidelines Section 15378(b)(5) because it consists of an organizational or administrative activity of government which will not result in direct or indirect physical changes in the environment and, therefore, is not subject to CEQA pursuant to State CEQA Guidelines Section 15060(c); and
- d) Continue the hearing to the Administrative Agenda of May 12, 2026, to consider recommendations as follows:
 - a. That the Board of Supervisors on May 12, 2026:
 - i. Consider the adoption (second reading) of the revised ordinance adding Chapter 52 to the Santa Barbara County Code, Local Housing Marketing Program (Case No. 26ORD-00003), as revised pursuant to Board direction on April 21, 2026, included as Attachment A; and
 - ii. Determine that the ordinance, Local Housing Marketing Program (Case No. 26ORD-00003), is not a “project” as defined in State CEQA Guidelines Section 15378 and, therefore, is not subject to CEQA pursuant to State CEQA Guidelines Section 15060(c).

Attachments:

Attachment A: Attachment A (Updated) – Local Housing Marketing Program (Clean)

Attachment B: Attachment A (Updated) – Local Housing Marketing Program (Changes Shown)

Should you have any questions, please contact Lila Spring, Senior Planner, at springl@countyofsb.org.