



County of Santa Barbara

BOARD OF SUPERVISORS

Minute Order

April 21, 2026

Present: 5 - Supervisor Lee, Supervisor Capps, Supervisor Hartmann, Supervisor Nelson, and Supervisor Lavagnino

PLANNING AND DEVELOPMENT DEPARTMENT

File Reference No. 26-00288

RE: HEARING - Consider recommendations regarding the first reading of an Ordinance adding Chapter 52 to the Santa Barbara County Code, titled Local Housing Marketing Program (Case No. 26ORD-00003), which affects portions of First, Second, and Third Districts, as follows:
(EST. TIME: 45 MIN.)

- a) Consider and approve the introduction (First Reading) of an Ordinance adding Chapter 52 to the Santa Barbara County Code, titled Local Housing Marketing Program;
- b) Read the title and waive further reading of the Ordinance in full;
- c) Determine that the Ordinance, Local Housing Marketing Program, is not a “project” as defined in State California Environmental Quality Act (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 5, 2026, to consider recommendations as follows:
 - i) Consider the adoption (Second Reading) of the Ordinance adding Chapter 52 to the Santa Barbara County Code, Local Housing Marketing Program (Case No. 26ORD-00003); 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).

COUNTY EXECUTIVE OFFICER’S RECOMMENDATION: POLICY

HEARING TIME: 12:01 PM - 12:57 PM (56 MIN.)



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Received and filed staff presentation and conducted a public hearing.

Steve Fort addressed the Board

A motion was made by Supervisor Capps, seconded by Supervisor Hartmann, that this matter be acted on as follows:

a) Introduction (First Reading) approved with direction to amend the Ordinance, as follows:

(1) Section 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.";

(2) Section 53-6 Subsection (a) to read "The advertisements shall appear at least one time per week for twelve weeks.";

(3) Section 53-6 Subsection (c) to read "The posts shall appear on at least four social media sites at least one time per week for twelve weeks.";

(4) Section 53-7 Subsection (d) to read "Rent or for-sale price ranges.";

(5) Expand the housing market areas to include the Santa Ynez market anywhere it is referenced within the Ordinance; and

(6) Supplement the record with the findings from Supervisor Hartmann;

b) Read title; waived further reading of the Ordinance;

c) Approved; and

d) i) and ii) Set for May 5, 2026 on the Administrative Agenda to consider the adoption (Second Reading) of the Ordinance.

The motion carried by the following vote:

Ayes: 5 - Supervisor Lee, Supervisor Capps, Supervisor Hartmann, Supervisor Nelson, and Supervisor Lavagnino