

ATTACHMENT A: LOCAL HOUSING MARKETING PROGRAM
NEW CHAPTER TO SANTA BARBARA COUNTY CODE
ORDINANCE NO. 5287

AN ORDINANCE ADDING CHAPTER 52, LOCAL HOUSING MARKETING PROGRAM, FOR NEW NON-DEED-RESTRICTED HOUSING UNITS, TO THE SANTA BARBARA COUNTY CODE.

Case No. 26ORD-00003

The Board of Supervisors of the County of Santa Barbara, State of California, ordains as follows:

SECTION 1:

Chapter 52, Local Housing Marketing Program, is hereby added to the Santa Barbara County Code, to read as follows:

Sec. 52-1. Purpose

The purpose of this chapter is to establish a new housing marketing program that provides persons who live and/or work within Santa Barbara County's South Coast Housing Market Area (HMA) and Santa Ynez HMA with greater opportunities to rent or buy new non-deed-restricted housing units located within the unincorporated area of their respective HMA. The program is intended to provide social, environmental, and economic benefits, which, in turn, promote the overall public health, safety, and welfare of the community:

- **Reduce greenhouse gas emissions:** Many workers commute to the South Coast and Santa Ynez HMAs each day; allowing more workers to live closer to their job sites will reduce commutes and, as a result, reduce greenhouse gas emissions.
- **Better quality of life:** Many commuters spend more than two hours per day commuting to their job site, negatively impacting leisure time, community involvement, and overall quality of life.
- **Improve local economy:** People who live closer to their workplace will purchase more goods and services locally, which, in turn, will strengthen the local economy and businesses.
- **Enhance Public Safety:** Many police officers, fire fighters, and other public safety personnel live far from where they work; living closer to job sites will increase their ability to quickly respond to local emergencies and disasters.

Sec. 52-2. Definitions

For purposes of this chapter, the following words shall have the meanings ascribed by this section:

Developer means any person or legal entity that constructs, causes to be constructed, or permits to be constructed a housing project subject to the requirements of this chapter.

Local Housing Marketing Program
Case No. 26ORD-00003
Hearing Date: May 5, 2026
Attachment A – Page 2

Director means the Director of the Santa Barbara County Planning and Development Department, including designees of the Director, referred to in this chapter as "the Director."

Housing market area or *HMA* means a geographic area that generally provides the social and economic services to the community and provides its population with facilities such that commuting to another housing market area in order to work or shop is elective. The boundaries of the HMAs generally coincide with county census divisions, as defined by the U.S. Census Bureau, and include the following five HMAs within Santa Barbara County: South Coast, Santa Ynez, Lompoc, Santa Maria, and Cuyama.

Non-deed restricted housing means residential units that are free from legally binding, recorded covenants to limit sale prices, rental rates, or occupant income levels to maintain long-term affordability.

Sec. 52-3. Applicability

The requirements of this chapter shall be satisfied prior to the initial occupancy of all new non-deed-restricted rental and for-sale housing units in a development that satisfies all of the following criteria:

- (a) Developments that include five (5) or more primary dwelling units (not including Accessory Dwelling Units); and
- (b) Located within the unincorporated area of the South Coast HMA or the Santa Ynez HMA as depicted in Appendix C, Community Housing Assessment and Needs, of the County of Santa Barbara 2023-2031 Housing Element Update.

Sec. 52-4. Exceptions to Applicability

The requirements of this chapter shall not apply to the following new housing projects:

- (a) Housing authority or other non-profit housing projects that have financing or funding-related requirements that conflict with the requirements of this chapter as determined by the Director.

Sec. 52-5. Local Marketing Plans

Developers shall submit and implement a local marketing plan for housing units that are subject to the requirements of this chapter. The purpose of the plan is to ensure that developers' initial marketing and advertising activities include and target persons who live and/or work within the HMA where the development is located and, as a result, promote the rent or sale of housing units to those persons.

Local marketing plans shall comply with the following requirements:

- (a) Local marketing plans shall be required prior to planning permit approval for housing projects that are subject to the requirements of this chapter, and shall be implemented as a condition of planning permit approval. Plans will not be valid until approved by the

Local Housing Marketing Program
Case No. 26ORD-00003
Hearing Date: May 5, 2026
Attachment A – Page 3

Director. Developers may revise and resubmit their plans to the Director up to 21 calendar days before a required newspaper advertisement first appears in local newspaper, or a required social media post first appears online, per Section 52-6, Local Marketing Plan Approach, whichever date occurs first. Revised plans must also be approved by the Director.

- (b) All marketing and advertising materials shall include the U.S. Department of Housing and Urban Development's (HUD) equal housing opportunity logo and/or the statement "Equal Housing Opportunity."
- (c) Local marketing plans shall include a signed statement that the developer will fully implement the approved plan.
- (d) 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.
- (e) Developers shall retain proof of compliance with the approved local marketing plan and, if requested, provide such proof to the County.
- (f) Local marketing plan requirements apply to the initial, or first time, rental or sale of a housing unit; they do not apply to subsequent rentals or sales.

Sec 52-6. Local Marketing Plan Strategy

Local marketing plans shall describe how the developer will promote and publicize the availability of the new housing units to persons who live and/or work within the HMA where the development is located, including, at a minimum, the following:

- (a) Newspaper advertisements in at least two English language newspapers of local circulation and one Spanish language newspaper of local circulation. The advertisements shall appear at least one time per week for twelve weeks.
- (b) Direct outreach to local jurisdictions, employers, and housing organizations within the respective HMA, including, at a minimum, the following:
 - (1) Local school districts, colleges, and the University of California Santa Barbara
 - (2) County of Santa Barbara
 - (3) Cities
 - (4) Chambers of Commerce
 - (5) Greater Santa Barbara Hispanic Chamber of Commerce
 - (6) Coastal Housing Partnership
 - (7) Associations of Realtors
 - (8) Major employers in the respective HMA as reported by the California Employment Development Department.

Local Housing Marketing Program
Case No. 26ORD-00003
Hearing Date: May 5, 2026
Attachment A – Page 4

- (c) Online advertising that targets persons living and/or working in the HMA where the development is located through social media posts and geofencing marketing. The posts shall appear on at least four social media sites at least one time per week for twelve weeks.
- (d) Information flyers for prospective renters and buyers that summarize, at a minimum, the information listed in Section 52-7, Local Marketing Materials Content. Developers shall distribute flyers through open houses, links in newspaper advertisements and social media posts, and onsite real estate brochure boxes.

Sec 52-7. Local Marketing Materials Content

Materials for implementing local marketing plans shall include, at a minimum, the following information:

- (a) Location and setting of the housing project, including the address and a description of the surrounding community.
- (b) Description of the housing project, including number of floors, number of housing units, parking, and amenities.
- (c) Description of the housing units, including floor plans, square footages, bedrooms, appliances, and utilities.
- (d) Rent or for-sale price ranges.
- (e) Anticipated availability date.
- (f) Contact information for the rental and/or sales agent (e.g., name, telephone number, and email address).

Sec. 52-8. Priority Ranking

When prospective renters or buyers have generally equal financial, personal, and other rental or home-buying qualifications, the County encourages developers to offer available housing units according to the following priorities based on the HMA where the development is located:

- (a) First priority: Persons who work within the HMA but live outside the HMA;
- (b) Second priority: Persons who live and work within the HMA or work within the HMA and have experienced a no-fault eviction from housing in the HMA within the last two months;
- (c) Third priority: Persons who have been hired to work within the HMA but live outside the HMA;
- (d) Fourth priority: Persons who live within the HMA but work outside the HMA; and
- (e) Fifth priority: Persons who work and live outside the HMA.

Local Housing Marketing Program
Case No. 26ORD-00003
Hearing Date: May 5, 2026
Attachment A – Page 5

Sec. 52-9. Local Rental or Purchase Reporting

Following initial rental or sale of 90 percent of the units in an applicable development, developers shall submit to the Director a summary of the number of renters and/or buyers of units that live and/or work within the relevant HMA. The reporting shall include the following:

- (a) Whether the units are rentals or for-sale;
- (b) The total number of units; and
- (c) The number of units rented or sold to persons who live and/or work in the relevant HMA where the development is located.

SECTION 2:

If any section, subsection, sentence, clause, or phrase of this ordinance is for any reason held to be invalid, such decision shall not affect the validity of the remaining portions of this ordinance. The Board of Supervisors hereby declares that it would have passed this ordinance and each section, subsection, sentence, clause, and phrase thereof, irrespective of the fact that nay one or more sections, subsections, sentences, clauses, or phrases be declared invalid.

SECTION 3:

If legislation is enacted which would supersede or preempt any section or subsection of this ordinance, then the Board of Supervisors deems that section or subsection null and void and this ordinance shall remain in full force and effect without said section or subsection.

SECTION 4:

This ordinance shall take effect and be in force 30 days from the date of its passage and before the expiration of 15 days after its passage a summary of it shall be published once together with the names of the members of the Board of Supervisors voting for and against the same in a newspaper of general circulation published in the County of Santa Barbara.


PASSED, APPROVED, AND ADOPTED by the Board of Supervisors of the County of Santa Barbara, State of California, this 12th day of May, 2026, by the following vote:

AYES: Supervisors Lee, Capps, Hartmann, Nelson and Lavagnino

NOES: None

ABSTAIN: None

ABSENT: None

Signed by:

9DD6B7A24FC646A...
BOB NELSON, CHAIR
BOARD OF SUPERVISORS

Local Housing Marketing Program
Case No. 26ORD-00003
Hearing Date: May 5, 2026
Attachment A – Page 6

COUNTY OF SANTA BARBARA

ATTEST:

MONA MIYASATO, COUNTY EXECUTIVE OFFICER
CLERK OF THE BOARD

Signed by:
Sheila de la Guerra 
By 0B03E3DDE9EE4AA
Deputy Clerk

APPROVED AS TO FORM:
RACHEL VAN MULLEM
COUNTY COUNSEL

By 
Deputy County Counsel