

Sheila de la Guerra

From: Sheila de la Guerra
Sent: Friday, May 15, 2026 11:41 AM
To: 'Tonea Songer'
Subject: Space Reservation for a legal Ad
Attachments: SumOrd 5287.docx

Good Morning Tonea,

I would like to schedule the attached legal ad to be published on Thursday, May 21, 2026, in The Santa Barbara Independent.

Affidavit of Publication and billing can be forwarded to:
County of Santa Barbara
Clerk of the Board
Attention: Sheila de la Guerra
105 E. Anapamu St. Ste. 407
Santa Barbara, CA 93101

Please let me know if you have any questions.

Thank you,

Sheila de la Guerra
Deputy Clerk
Clerk of the Board
County of Santa Barbara
805-568-2244



The content of this email is confidential and intended for the recipient specified in the message only. It is strictly forbidden to share any part of this message with any third party, without a written consent of the sender. Any views, opinions or conclusions expressed in this message are those of the individual sender and do not necessarily reflect the views of the County of Santa Barbara, its subsidiaries or affiliates. If you received this message by mistake, please reply to this message and follow with its deletion, so that we can ensure such a mistake does not occur in the future.

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

Passed, approved and adopted by the Board of Supervisors of the County of Santa Barbara, State of California, on this 12th day of May 2026, by the following vote:

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

Noes: None

Absent: None

Abstain: None

MONA MIYASATO

CLERK OF THE BOARD

By: Sheila de la Guerra – Deputy Clerk

NOTE: A complete copy of Ordinance No. 5287 is on file with the Clerk of the Board of Supervisors and is available for public inspection and copying in that office in accordance with the California Public Records Act, Chapter 3.5 (commencing with Section 6250) of Division 7 of Title 1.

Sheila de la Guerra

From: Tonea Songer <tonea@independent.com>
Sent: Monday, May 18, 2026 9:58 AM
To: Sheila de la Guerra
Subject: Re: Space Reservation for a legal Ad
Attachments: 0521 County Clerk of Board Ord 5287 c3x3.pdf

Caution: This email originated from a source outside of the County of Santa Barbara. Do not click links or open attachments unless you verify the sender and know the content is safe.

Hi Sheila,
Here is your c3x3 proof. Cost= \$135. (Ordinance 5287)
Please let me know when approved.
thanks,
ts~

On Fri, May 15, 2026 at 11:41 AM Sheila de la Guerra <sdelaguerra@countyofsb.org> wrote:

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--

Tonea Songer

Senior Account Executive

The Santa Barbara Independent - Celebrating 40 Years!

Dir. 805.637.1926

We've moved!

223 E. De la Guerra St., Suite B

Santa Barbara, CA 93101

Office: 805-965-5205

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Sheila de la Guerra

From: Sheila de la Guerra
Sent: Monday, May 18, 2026 3:12 PM
To: Tonea Songer
Subject: RE: Space Reservation for a legal Ad

Looks good, approved!

Sheila de la Guerra
Deputy Clerk
Clerk of the Board
County of Santa Barbara
(805) 568-2244



From: Tonea Songer <tonea@independent.com>
Sent: Monday, May 18, 2026 9:58 AM
To: Sheila de la Guerra <sdelaguerra@countyofsb.org>
Subject: Re: Space Reservation for a legal Ad

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Office:805-965-5205

Sheila de la Guerra

From: Villalobos, David
Sent: Wednesday, April 1, 2026 11:39 AM
To: Suzanne Cloutier
Cc: Sheila de la Guerra
Subject: Display Ad for 4/9/26 - Local Housing Marketing Program
Attachments: _SBINDCvr.doc; LHM Display Ad sbi.pdf

Good Morning Suzanne,

Would you please publish the attached as a display ad in the Thursday, April 9, 2026 edition of the Santa Barbara Independent?

Thank you,



David Villalobos
AOP Expert/Hearing Support Supervisor
Planning & Development Department
County of Santa Barbara
123 E. Anapamu St.
Santa Barbara, CA 93101
805-568-2058
dvillalo@countyofsb.org
<https://www.countyofsb.org/160/Planning-Development>

**TO: SANTA BARBARA INDEPENDENT
ATTN: SUZANNE CLOUTIER
DISPLAY ADVERTISING**

**FROM: HEARING SUPPORT STAFF
DAVID VILLALOBOS
(805) 568-2058**

DATE: April 16, 2026

SUBJECT: LOCAL HOUSING MARKETING PROGRAM

NUMBER OF PAGES: 2 (including cover sheet)

CONFIRMATION: PLEASE CALL DAVID AT 568-2058 AS SOON AS THIS AD IS RECEIVED. THANK YOU.

Please publish the attached display ad as a 3X6 (5.541" x 6.166") display ad on **THURSDAY, APRIL 9, 2026** in the SANTA BARBARA INDEPENDENT.

To expedite payment for this office, please mail a copy of the invoice along with proof of publication directly to Planning and Development, 123 East Anapamu Street, Santa Barbara, CA 93101, [Attention: Accounting]. Thank you!

G:\GROUP\PC_STAFF\WP\DISPLAY_SBINDCvr.doc



**County of Santa Barbara
Board of Supervisors**

**NOTICE OF PUBLIC HEARINGS
Local Housing Marketing Program**

Tuesday, April 21, 2026

Joseph Centeno Betteravia Government Administration Building, Board Hearing Room
511 East Lakeside Parkway, Santa Maria, CA 93454

&

Tuesday, May 5, 2026

County Administration Building Board Hearing Room,
105 East Anapamu Street, Fourth Floor, Santa Barbara, CA 93101

Hearings begin at 9:00 A.M. on the dates above.

On April 21, 2026, and May 5, 2026, the County Board of Supervisors will conduct public hearings to consider the proposed Local Housing Marketing Program. The item will be presented and discussed on April 21, 2026, and the Board will consider adoption of an ordinance for the Local Housing Marketing Program on May 5, 2026.

This Program will require new housing developments in the South Coast Housing Market Area to develop and implement a local marketing plan before marketing to the general public. The South Coast Housing Market Area includes portions of Supervisorial Districts 1, 2, and 3; the Program would not apply in Supervisorial Districts 4 and 5.

- The program includes the creation of a new chapter in the County's Code, Chapter 52, Local Housing Marketing Program, that describes the requirements of and for local housing marketing plans (Case No. 26DRD-00003).
- The goal of the program is to increase opportunities for people who work and/or live in the South Coast Housing Market Area to buy or rent new housing in the South Coast.
- The proposed program would apply to the initial marketing of new non-deed restricted rental or for-sale housing units in housing projects with five or more primary dwelling units. It would not apply to subsequent rentals or sales.
- The Board will also consider whether adoption of the ordinance and creation of a new code, Chapter 52, is not a "project" as defined in State CEQA Guidelines Section 15378 and, therefore, is not subject to CEQA.

For additional information, please contact Lila Spring at springl@countyofsb.org. For current methods of public participation for the meeting of April 21, 2026, please see <https://ca-santabarbaracounty.civicplus.com/2836/Board-of-Supervisors-Methods-of-Particip> or page two (2) of the posted agenda. The posted agenda will provide a more specific time for this item. However, the order of the agenda may be rearranged, or the item may be continued.

Staff reports and the posted agenda are available on the Thursday prior to the meeting at <https://santabarbara.legistar.com/Calendar.aspx> under the hearing date or contact the Clerk of the Board at (805) 568-2240 for alternative options.

Attendance and participation by the public is invited and encouraged. In compliance with the Americans with Disabilities Act, American Sign Language interpreters, sound enhancement equipment, and/or another request for disability accommodation may be arranged by contacting the Clerk of the Board by 4:00 p.m. on the Friday before the Board meeting. For information about these services please contact the Clerk of the Board at (805) 568-2240 or at sbcob@countyofsb.org.

If you challenge the project in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence to the Board of Supervisors at, or prior to, the public hearing.

Sheila de la Guerra

From: Suzanne Cloutier <suzanne@independent.com>
Sent: Wednesday, April 1, 2026 1:14 PM
To: Villalobos, David
Cc: Sheila de la Guerra
Subject: Re: Display Ad for 4/9/26 - Local Housing Marketing Program

Caution: This email originated from a source outside of the County of Santa Barbara. Do not click links or open attachments unless you verify the sender and know the content is safe.

Hi David,

Your ad file looks great and is ready to run in next Thursday's, April 9, issue of the Independent.

Thank you!
Suzanne

Suzanne Cloutier | Sr. Advertising Representative
The Santa Barbara Independent
New address | 223 E. De la Guerra St., Suite B
Santa Barbara, CA 93101
Office: 805-965-5205
Direct: 805-764-5390
Cell: 820-240-8178

[Flip through this week's issue](#)

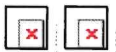
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[List your event in our free online calendar](#)

Find our 2026 media calendar [here](#)

Find our annual Green Guide [here](#)

Find all of our newsletters [here](#)



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Good Morning Suzanne,

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AOP Expert/Hearing Support Supervisor

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