

October 2025



# HOUSING FOR SANTA BARBARA

Opportunities & Challenges

ASSEMBLY MEMBER GREGG HART



# Then and Now: Home Prices

**1970s:** Home prices were 4-5x annual income in California.

**2025:** Home prices are 8-9x annual income; **>10x** in Santa Barbara.





# What About Rentals?

**\$94,000:** Income needed to afford a studio apartment in Santa Barbara.

**\$115,000:** Income needed to afford a one-bedroom apartment in Santa Barbara.

## On the South Coast, You Need to Make More than \$55 an Hour to Comfortably Afford a One-Bedroom

Santa Barbara's 2025 Rent Survey Finds That No Median Household Income Is Enough to Avoid Rent Burden on the South Coast

By Christina McDermott

Sun Aug 03, 2025 | 6:15pm



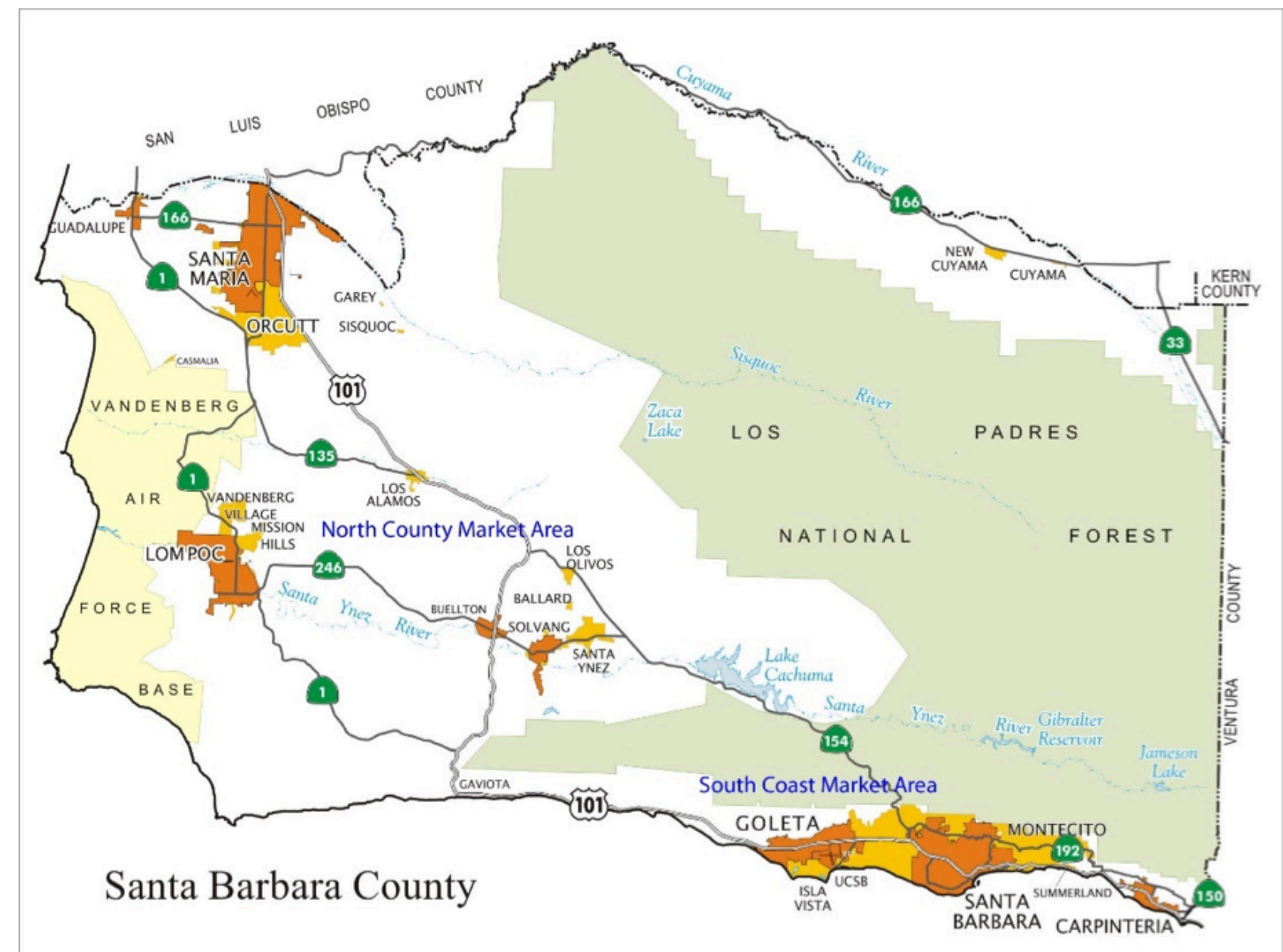


# How Many Units Are Needed?

**24,856** units are needed throughout Santa Barbara County by the end of 2030.

**8,001** of these units are needed in the City of Santa Barbara.

Cities have rezoned for these units. They will **not** all be built.



# Housing Need by Income Level



## *RHNA Allocation by Income Level*

Jurisdiction	RHNA Allocation	Allocation by Income Level			
		Very Low	Low	Moderate	Above Moderate
Carpinteria	901	286	132	135	348
Santa Barbara	8,001	2,147	1,381	1,441	3,032
Goleta	1,837	682	324	370	461
Uninc. (South Coast)	4,142	809	957	1,051	1,325
Lompoc	2,248	166	262	311	1,509
Uninc. (Lompoc Valley)	521	209	72	54	186
Santa Maria	5,418	1,032	536	731	3,119
Guadalupe	431	3	24	77	327
Uninc. (Santa Maria Valley)	721	262	118	118	223
Solvang	191	55	39	22	75
Buellton	165	55	37	30	43
Uninc. (Santa Ynez Valley)	280	93	53	57	77
<b>County Total</b>	<b>24,856</b>	<b>5,799</b>	<b>3,935</b>	<b>4,397</b>	<b>10,725</b>
<b>Total Unincorporated</b>	<b>5,664</b>	<b>1,373</b>	<b>1,200</b>	<b>1,280</b>	<b>1,811</b>



# Our Past, Our Future

**“I hope that Santa Barbara will maintain its integrity and maintain its standards.” - Pearl Chase**



# State Housing Laws

**150+** housing bills signed into law in recent years.

- Reduce local discretion.
- Streamline process for housing near transit.
- Allow denser infill development.





# Builder's Remedy

**Signed into law in 1982.**

- Accountability for cities that do not allow development of needed housing.
- Developers can build without local review.
- Affordability requirements.



# Projects of Concern



Los Olivos Street



Grand Avenue



# Housing for Santa Barbara



Housing Authority - Carrillo/Castillo Streets



Sur La Table Adaptive Reuse - State Street



# What Can We Do?

Continue to oppose projects that threaten our community, and support pragmatic projects that meet our housing needs.