

# Coastal Housing Coalition News

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Dear Friend,

As the new year gets underway, we wanted to update you on some exciting recent developments at the Coastal Housing Coalition. We look forward to working with you in the coming months!

## Coalition Receives SB Foundation Grant Will Conduct Countywide Housing Study



In December, the Coalition was honored to receive a grant from the Santa Barbara Foundation to conduct a study examining the state of housing for people who live and work in Santa Barbara County and to conduct subsequent community outreach.

The study will analyze updated demographic information from the new census, document our county's housing stock and affordability over time, and include a survey of local employees to determine their housing needs and preferences.

Our hope is that the study will help us all better understand the housing realities throughout the county and their impacts, and serve as a framework for developing goals and strategies to meet the housing needs of our community.

We look forward to working with our many partners in the community, including employers, home builders and local non-profits, on this important project in the coming months.

## Goleta Workforce Housing Opportunities Coalition Co-Hosts Employer Roundtable

There is an exciting opportunity in the City of Goleta to help address our community's housing needs. Several large residential projects are currently making their way through the city's planning process; taken together, they represent well over 1,000 potential new housing units and could provide a significant amount of workforce housing.

On December 1st, the Coalition co-hosted an Employer Workforce Housing Roundtable along with the Housing Trust Fund of Santa Barbara County and the Goleta Valley Chamber of Commerce. The event, which brought together local employers, developers and representatives from the City of Goleta was the first step in facilitating ongoing dialogue to ensure that any new units built meet the needs of local employees.

This month, the Coalition participated in another workforce housing discussion with members of the Goleta Valley Chamber of Commerce, and we look forward to continuing the conversation in the months ahead. If you are an employer and were not able to attend the December roundtable, we'd like to hear from you about your employees' housing needs. Contact us at 882-1475.

## Consensus on Plan Santa Barbara Coalition helps forge community compromise

Late last year, Plan Santa Barbara - the City's effort to update its general plan and create a blueprint for future growth - was coming to a head. After five years of spirited public debate, the Coalition was proud to be one of four lead organizations who came together to forge a community compromise which the Independent called "astonishing" and "historic".



Putting long standing differences aside, groups as diverse as Citizens Planning Association, the League of Women Voters, the Community Environmental Council, the Homebuilders Association, PUEBLO, COAST, SBCAN, SB4ALL and the local American Planning Association chapter came together to make a set of recommendations

to the Council.

Rooted in the common goal of seeing more affordable housing built in Santa Barbara, while continuing to live within our resources and preserve the historical and esthetic resources of the City, the recommendations included advocating for increased densities in targeted areas of the City for rental and employee-sponsored housing, foregoing increased density near Highway 101 for health and safety reasons, incentivizing smaller units, and unbundling parking.

We were greatly disappointed on November 23rd when a final vote on Plan Santa Barbara that reflected our recommendations fell one vote short of the super-majority needed to pass. However, we are committed to continuing to work with our coalition partners, the Mayor and City Council to pass a general plan update that reflects our collective values and addresses our community's needs now and into the future.

Thanks you for your support of the Coastal Housing Coalition and we look forward to working with you in 2011!

**Sincerely,**

Debbie Cox Bultan  
Executive Director  
Coastal Housing Coalition  
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