

CITY OF SANTA BARBARA COASTAL LOWER COST OVERNIGHT ACCOMMODATIONS STUDY

Policy Options
Stakeholder Group Meeting
January 2019



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The Economics of Land Use

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AGENDA

- Overview
- Lower Cost Overnight Accommodations (LCOA) Inventory
- Policy Framework
 - Policies, Goals, and Programming
 - Factors for Consideration
 - Policy Options
- Discussion & Next Steps

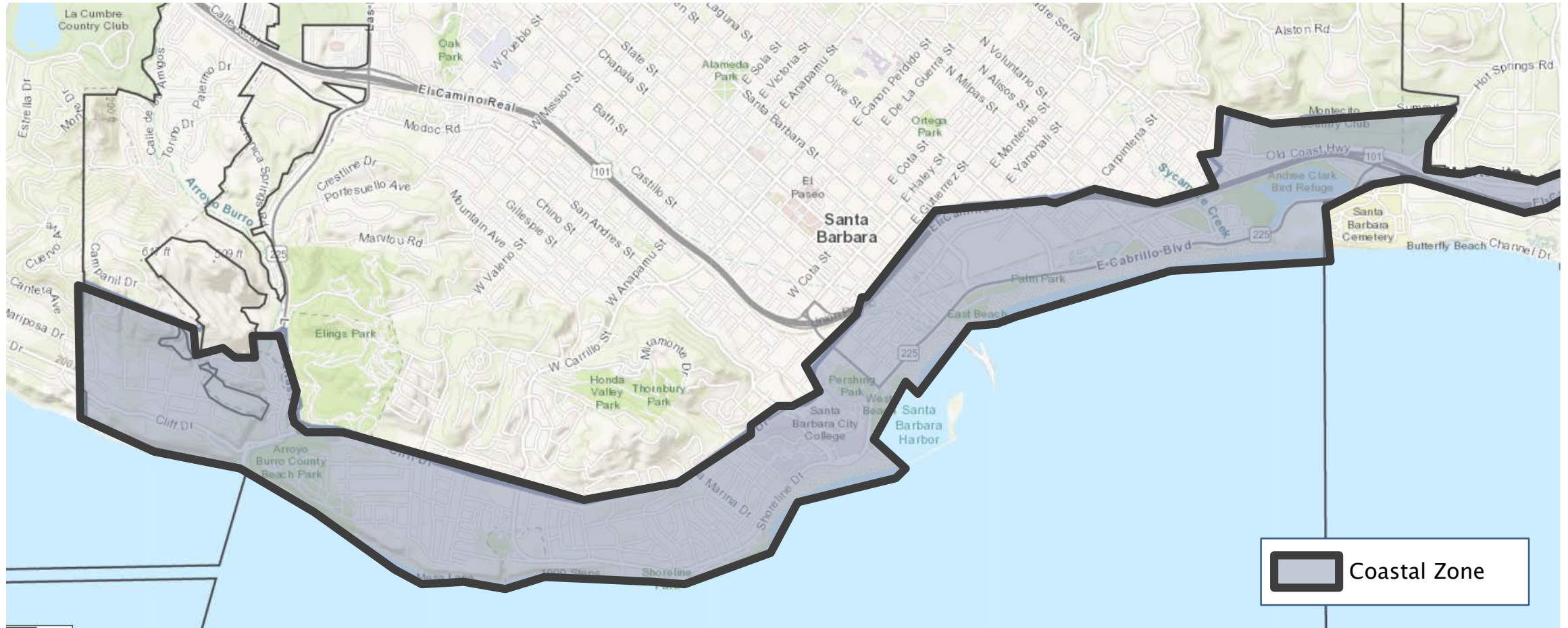
OVERVIEW

OVERVIEW

- City is updating its Coastal Land Use Plan
 - California Coastal Act aims to “protect and maximize public access”
 - City awarded a California Coastal Commission (CCC) grant to fund LCOA Study
- Study goals include:
 - Inventory of overnight accommodations
 - Define LCOAs
 - Recommend a policy framework
- State law – City must be at least compliant with State regulations, beyond that is possible but voluntary



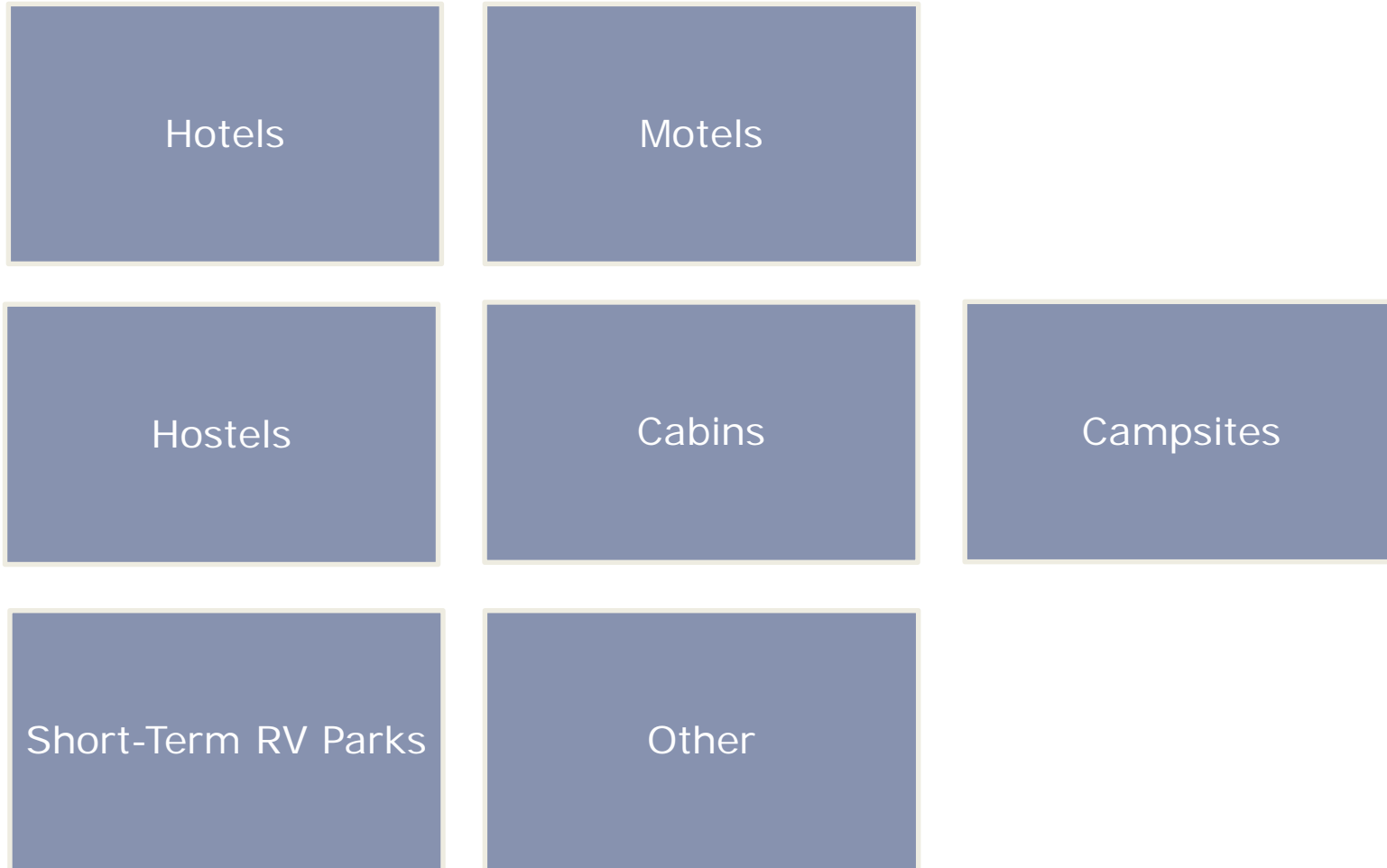
OVERVIEW – COASTAL ZONE



Source: CCC Mapping Unit, Economic & Planning Systems

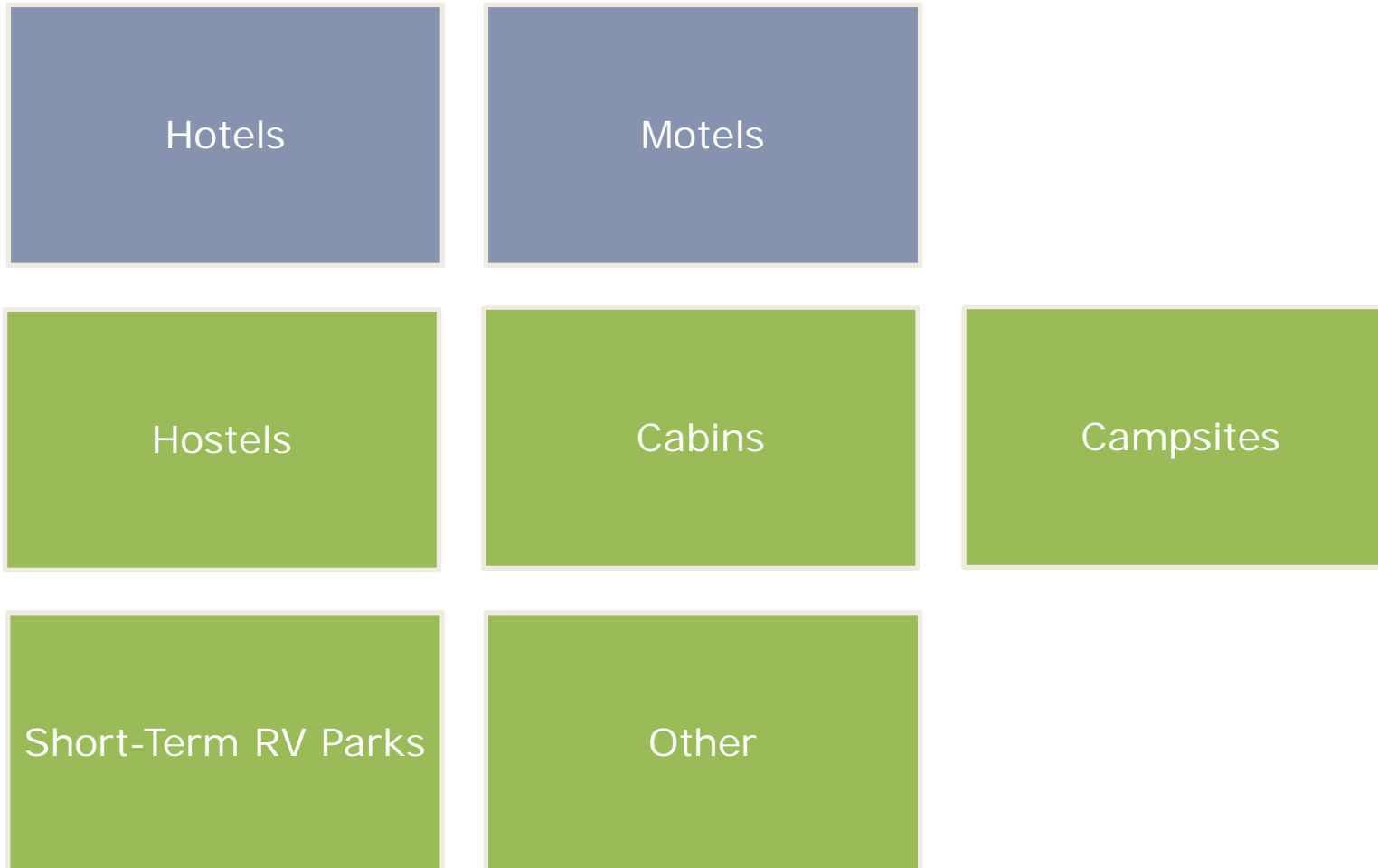
OVERVIEW – ACCOMMODATIONS

Many Types of Overnight Accommodations:



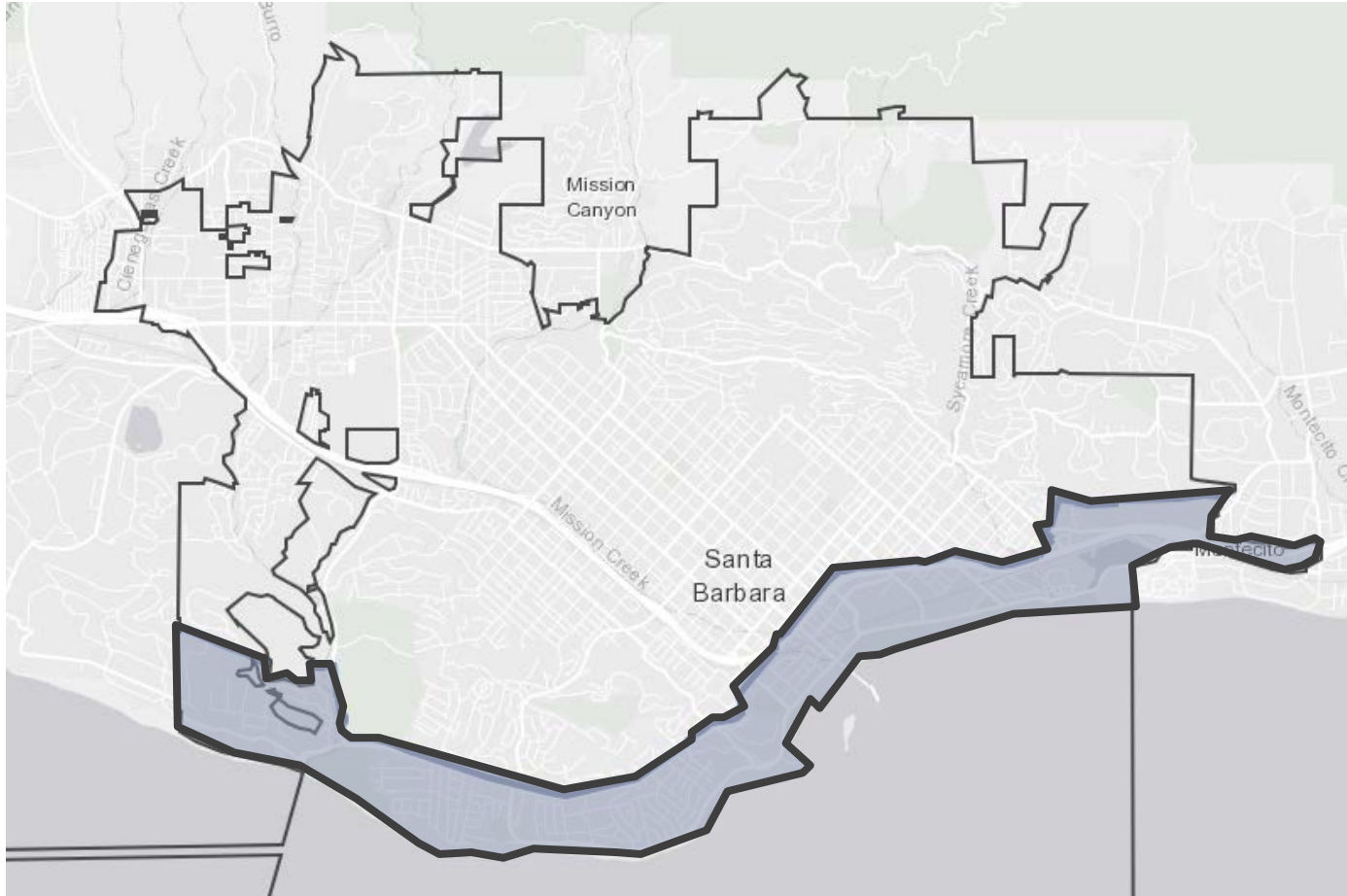
OVERVIEW – ACCOMMODATIONS

Generally Lower Cost Overnight Accommodations:

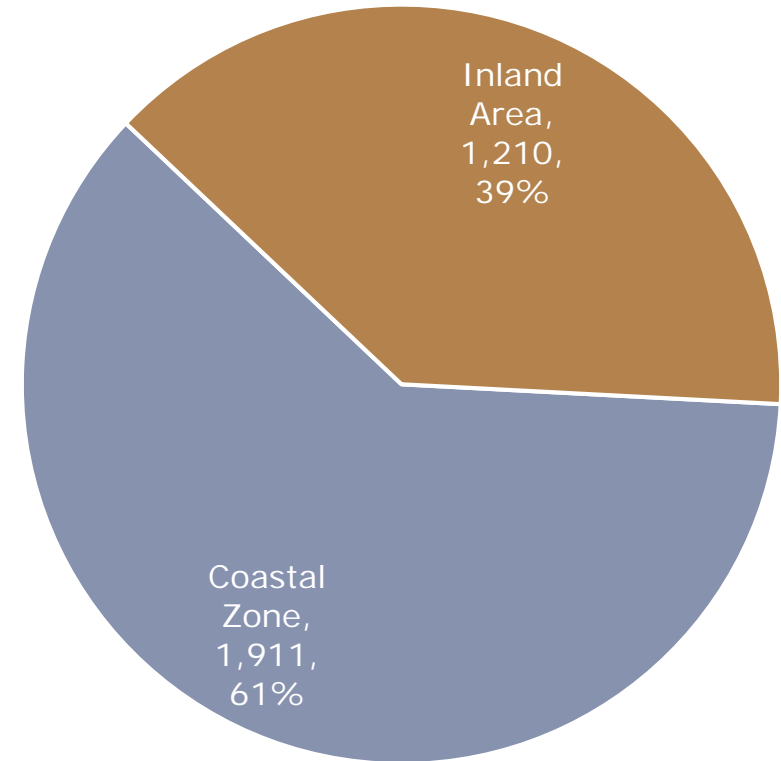


INVENTORY

CITYWIDE SHARE OF ACCOMMODATIONS (UNITS)

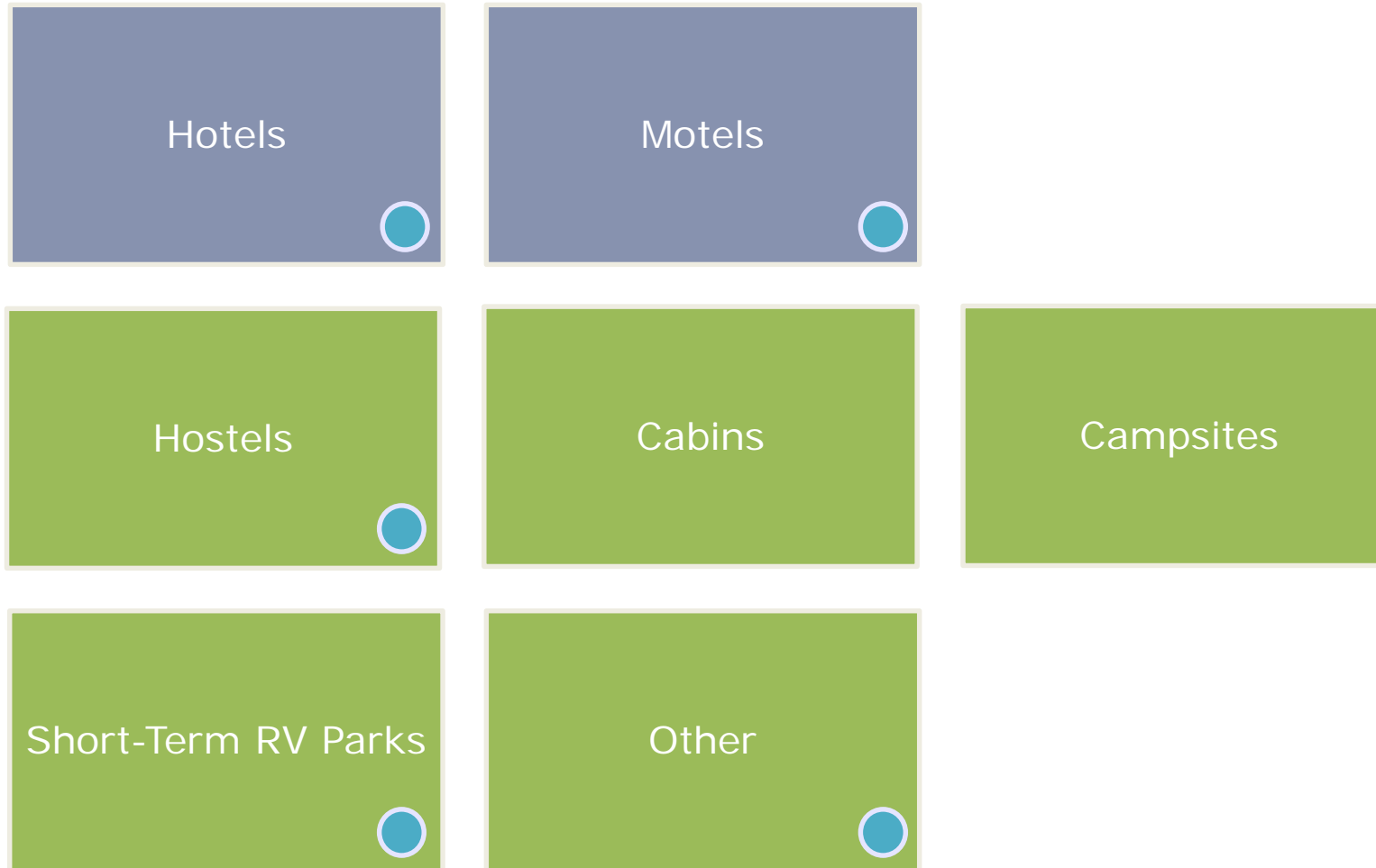


Source: CCC Mapping Unit, Economic & Planning Systems

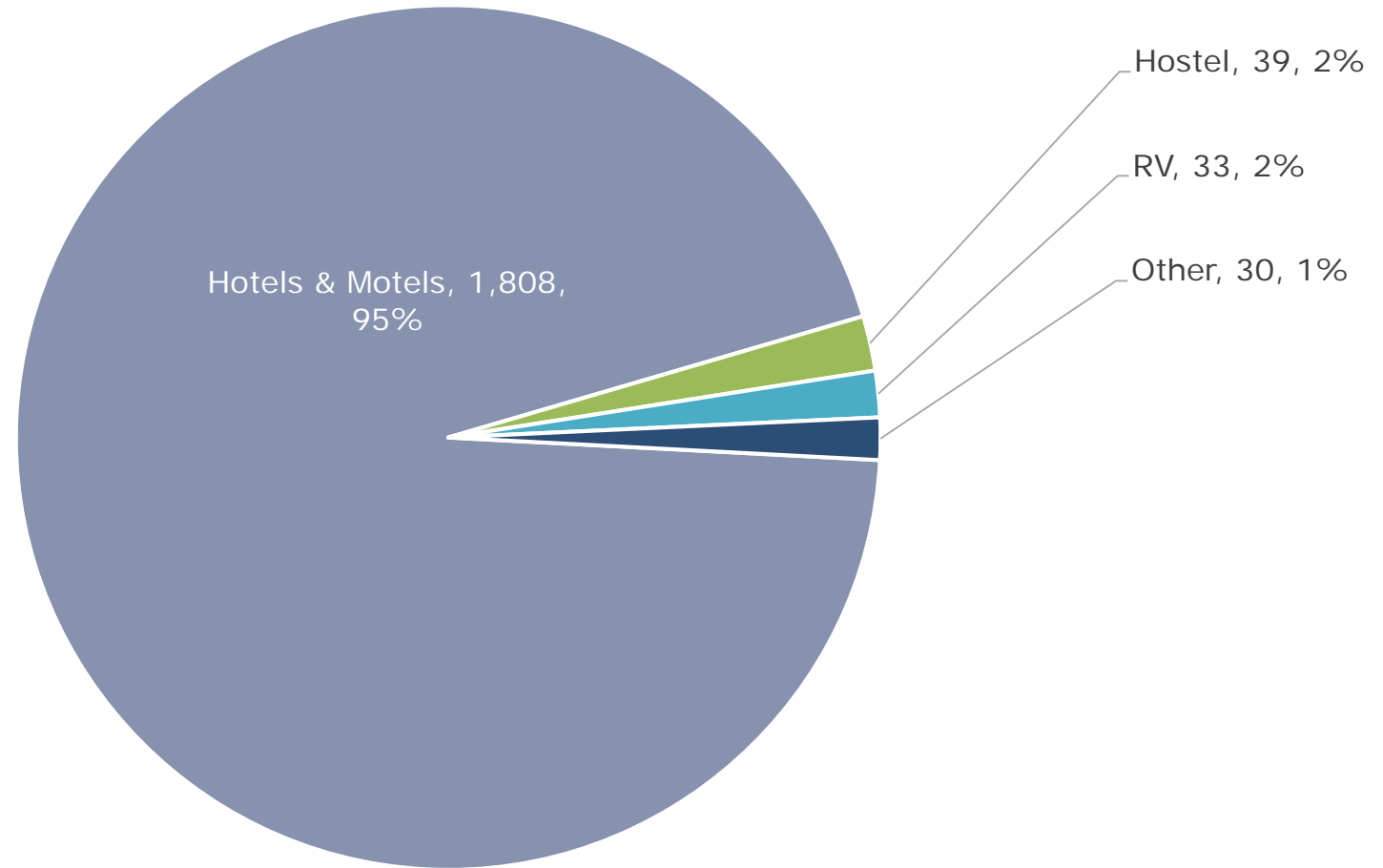


INVENTORY – ACCOMMODATIONS IN COASTAL ZONE

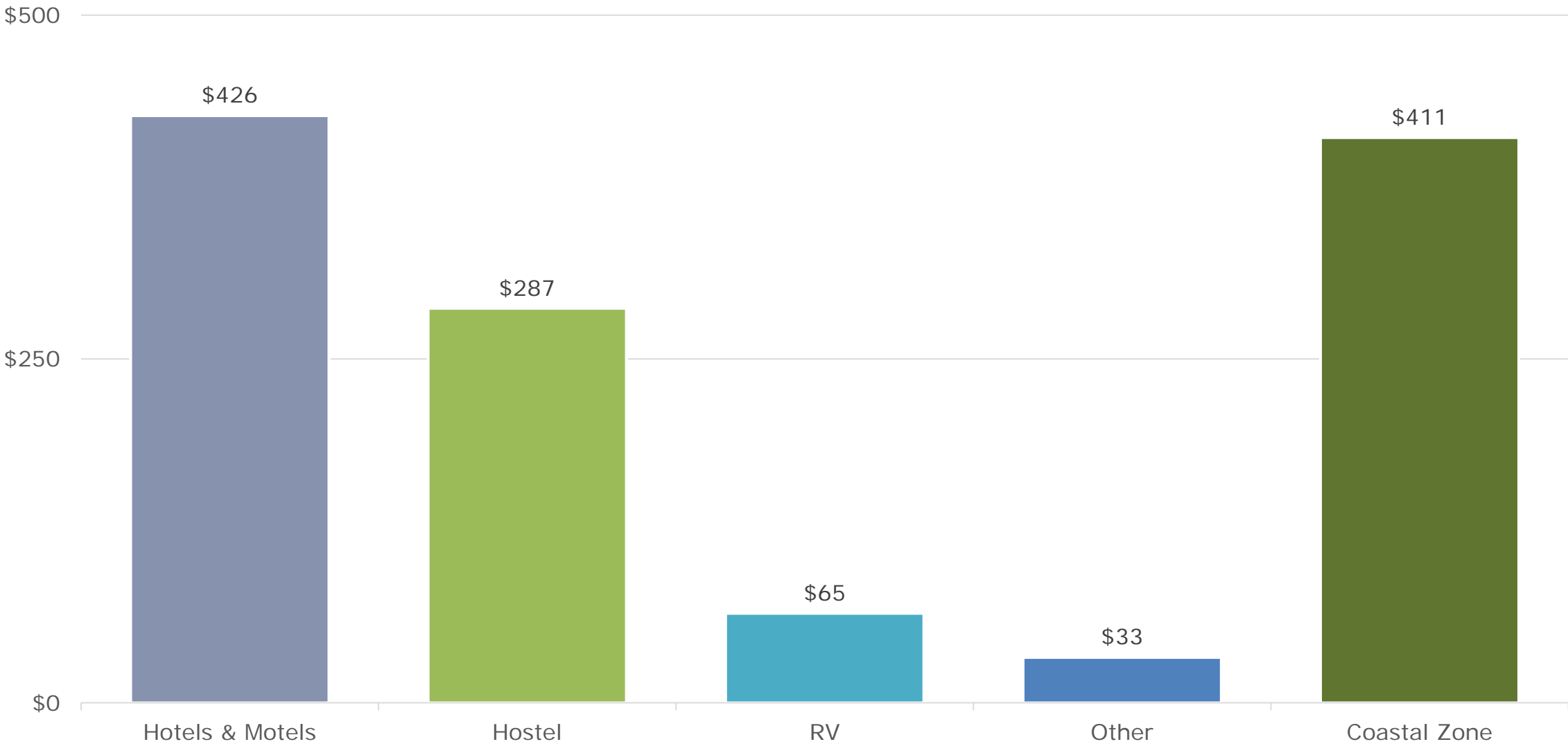
Generally Lower Cost Overnight Accommodations compared to Accommodations in Santa Barbara Coastal Zone:



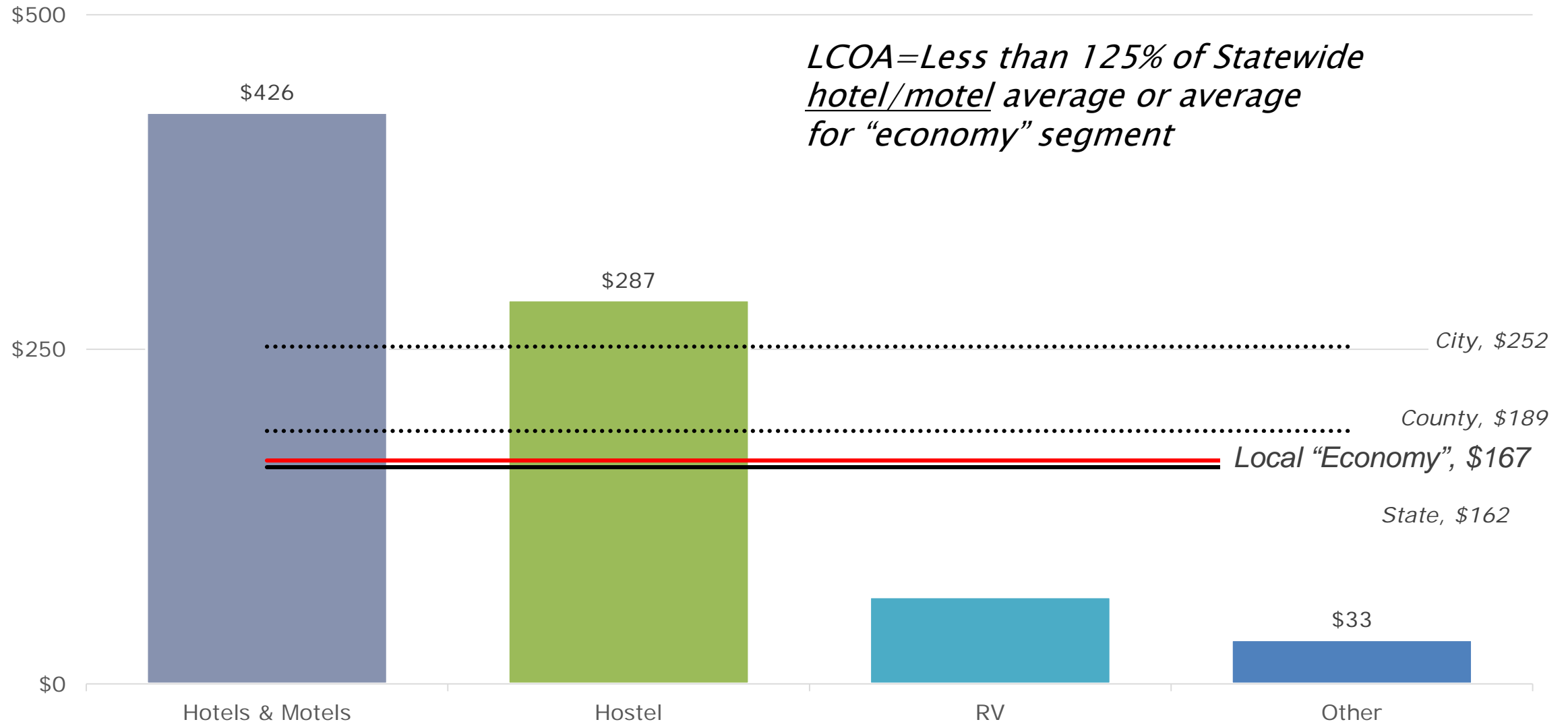
CITY COASTAL ZONE (UNITS)



AVERAGE COST PER NIGHT BY TYPE (CZ)

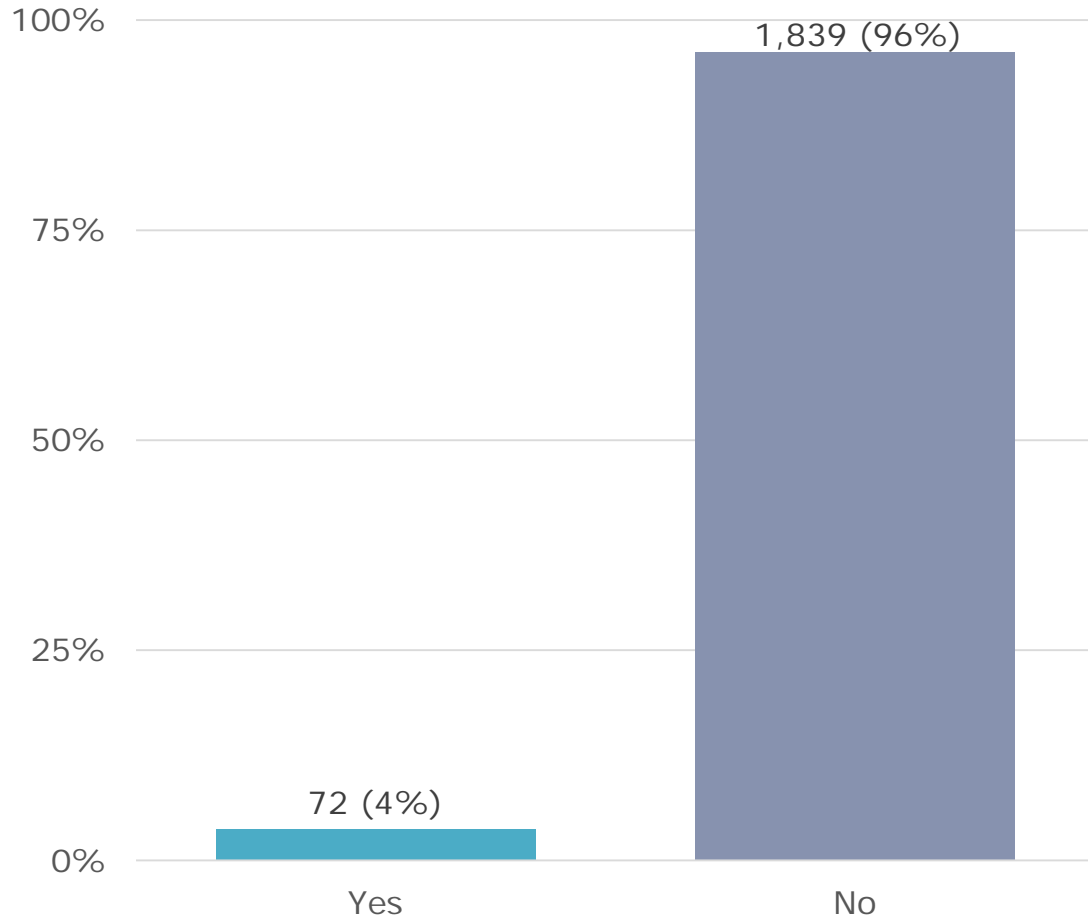


AVERAGE COST PER NIGHT BY TYPE (CZ)

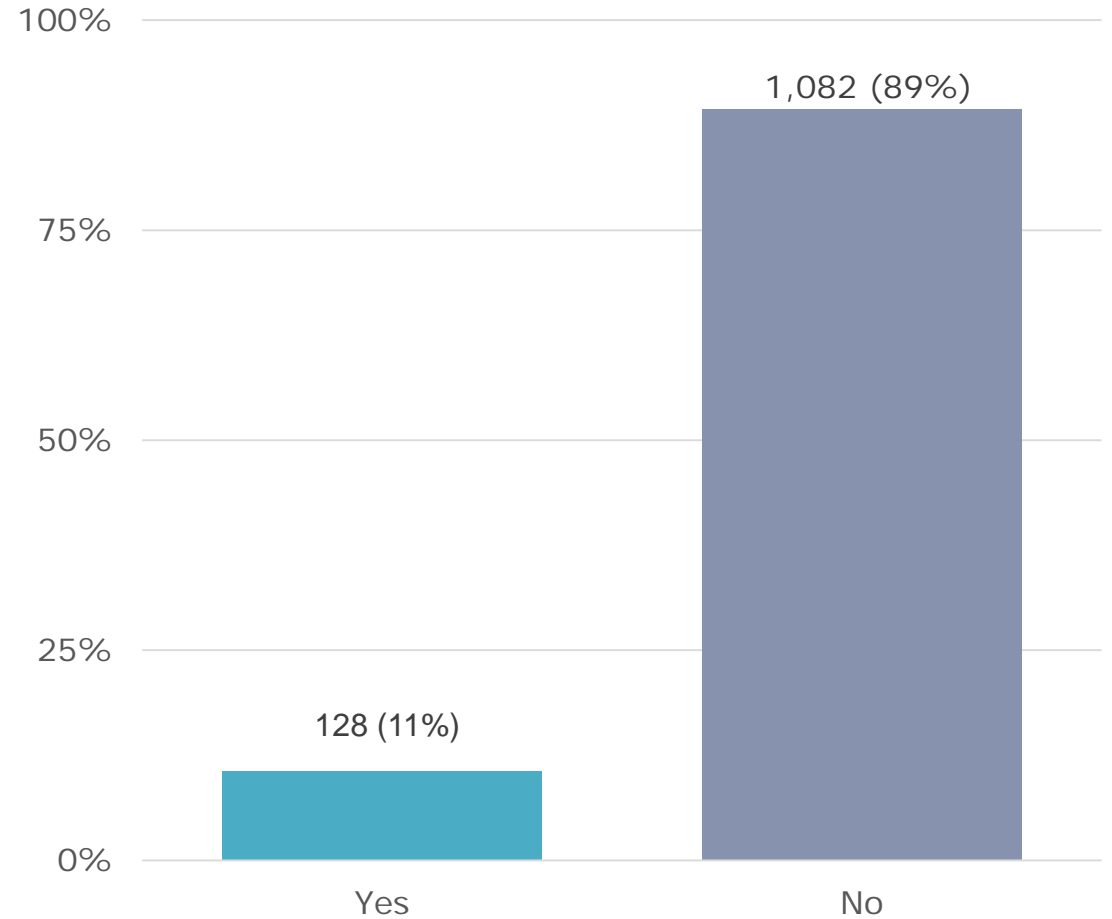


HOW MANY ARE LOWER COST?

SB Coastal Zone

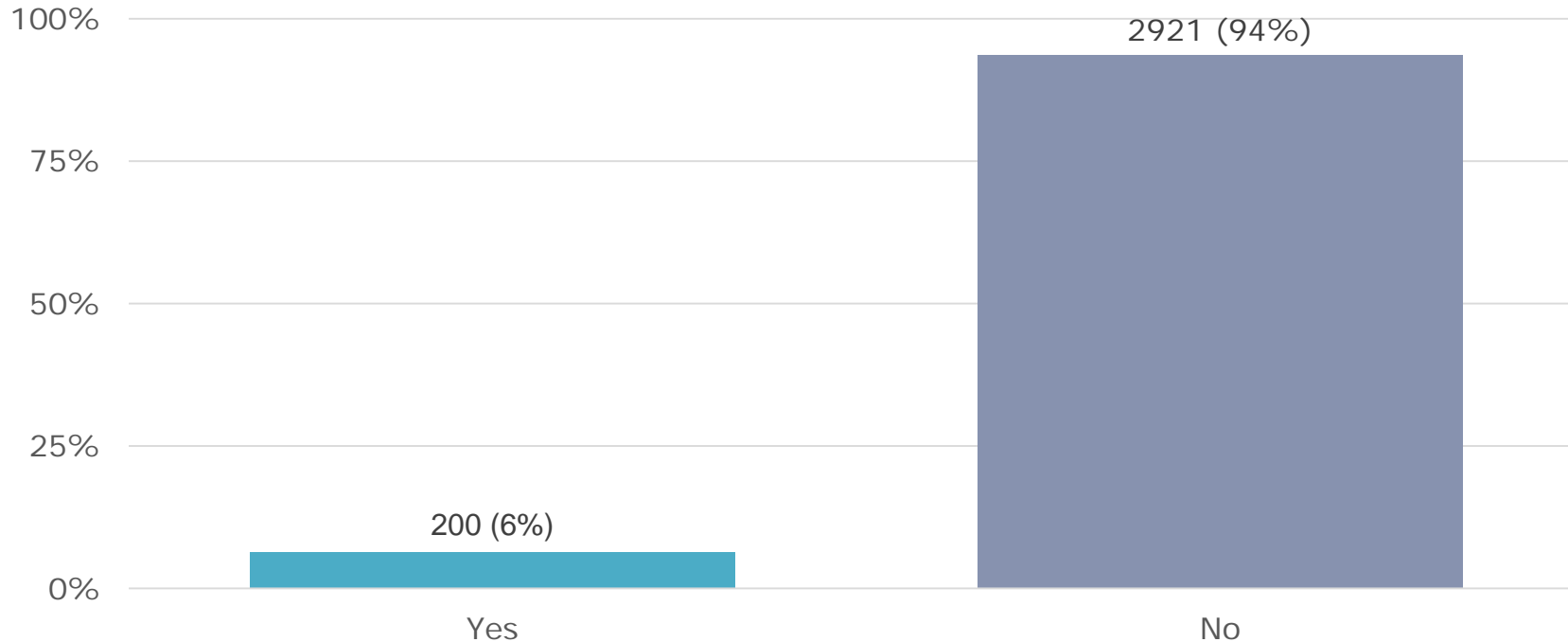


SB Inland



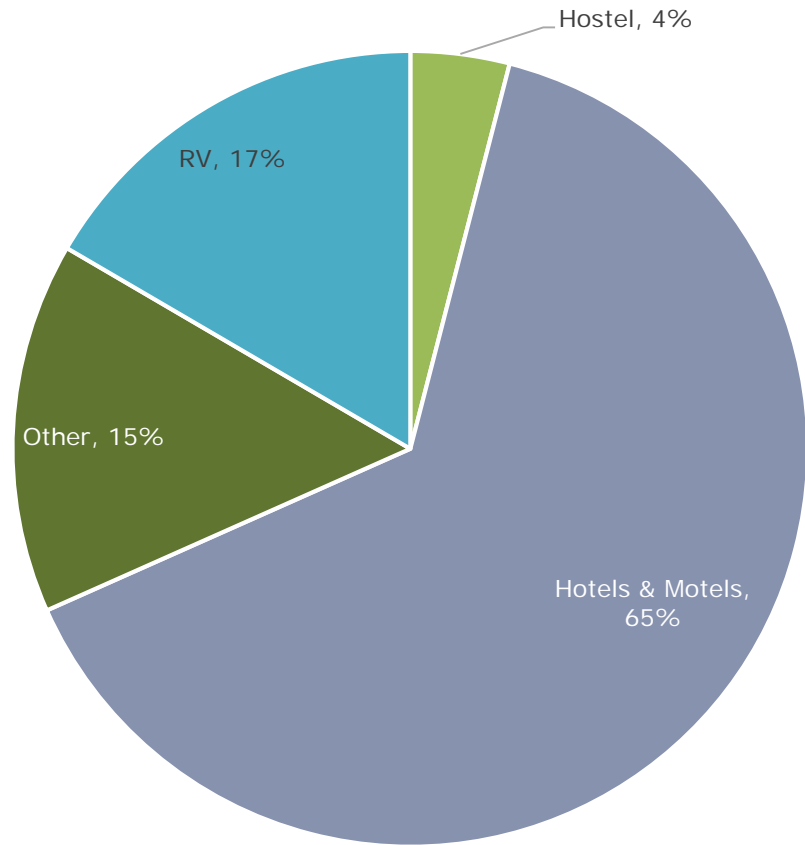
HOW MANY ARE LOWER COST?

Citywide (Coastal Zone + Inland)



- **6%** in the Citywide inventory, compared to **26%** Statewide Coastal Zone inventory (Coastal Conservancy Statewide Survey April 24, 2017)

SANTA BARBARA LCOAS (2018)



STATE CZ LCOAS (2017)

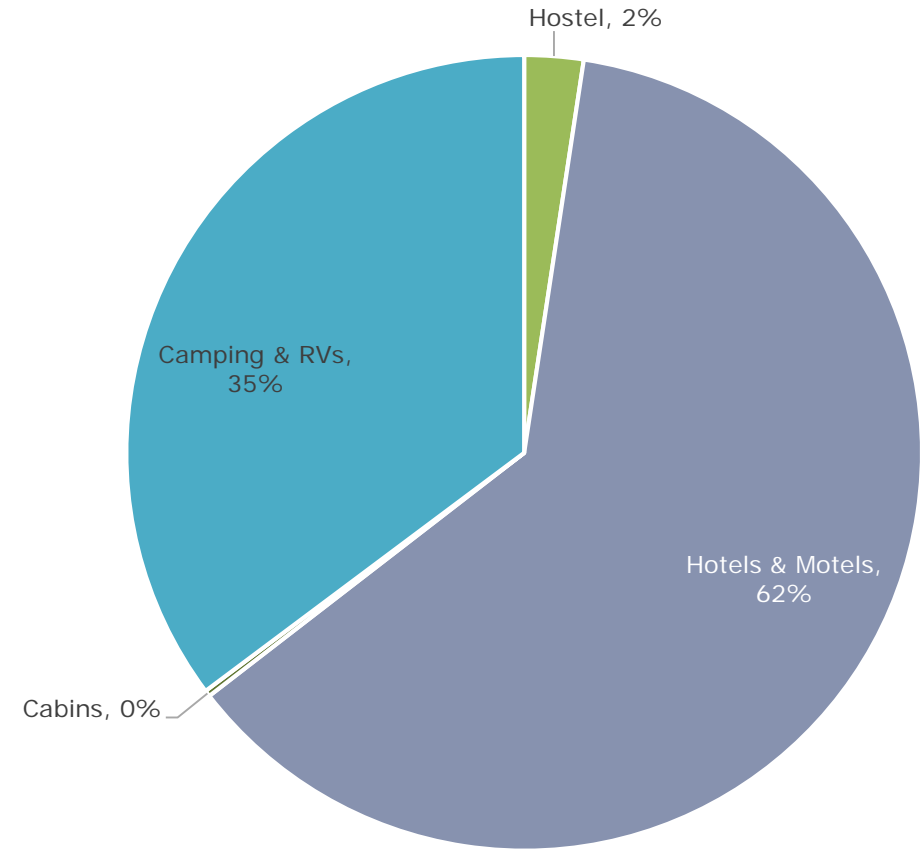
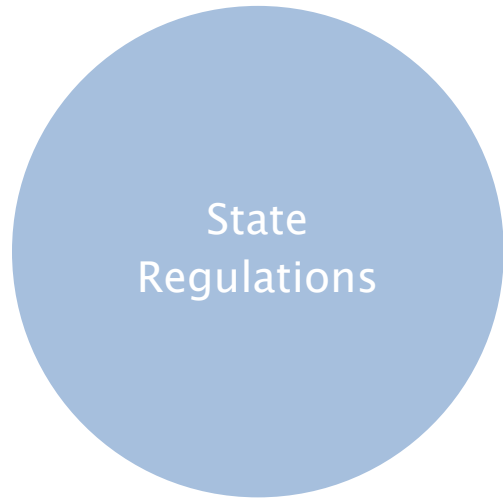


Figure Source: Coastal Commission; Sustinere

NEXT STEP: POLICY FRAMEWORK

POLICIES, GOALS, AND PROGRAMMING



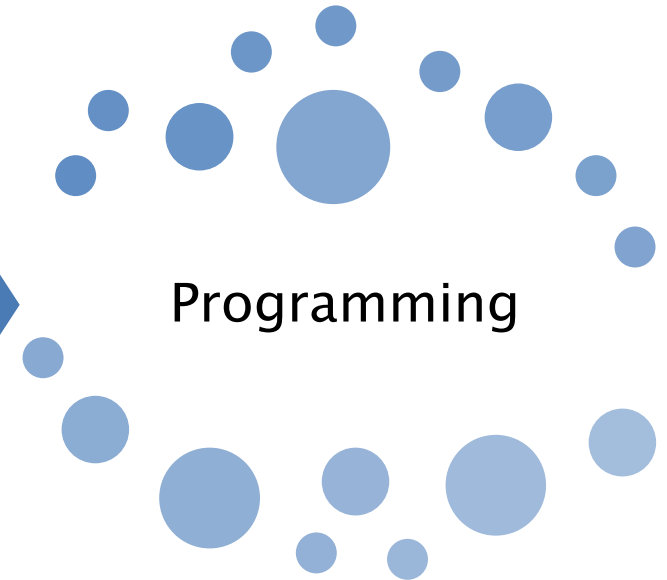
“Lower cost visitor and recreational facilities shall be protected, encouraged, and, where feasible, provided.”

(California Coastal Act
Section 30213)



Policies

- Preserve LCOAs
- Create LCOAs
- Further Access to LCOAs



- Programs
- Regulations
- Funds
- Etc.

STATE REGULATIONS

- Coastal Act Policy
 - Support lower cost accommodations
 - Protect and maximize public access
- Considerations
 - Clear; “Lower cost visitor and recreational facilities shall be protected, encouraged, and, where feasible, provided.” (California Coastal Act Section 30213)
 - CCC interprets "visitor facilities" as meaning overnight accommodations
 - Other coastal jurisdictions also subject to these requirements



Photo Credit: Rosie Dyste, City of Santa Barbara

POLICIES

- Considerations
 - Few existing LCOAs in Santa Barbara
 - Limited vacant/underutilized land left within the Coastal Zone to develop or redevelop
 - How can the City avoid or mitigate unintended consequences? (e.g.; discourage new supply, discourage rehabbing older facilities)
 - CCC only has jurisdiction over Coastal Zone
 - Coastal Act prohibits ability to restrict pricing or preserve rooms for specific uses
 - City is looking for creative solutions
 - Potential for holistic approach



Photo Credit: Rosie Dyste, City of Santa Barbara

POLICIES

- Examples
 - Preserve existing LCOAs
 - Encourage more LCOAs
 - Mitigate impacts
 - Expand access



Photo Credit: Rosie Dyste, City of Santa Barbara

PROGRAMMING

- Considerations
 - What resources/programs are available to local governments?
 - What policy tools and incentives have worked elsewhere?



Photo Credit: Rosie Dyste, City of Santa Barbara

PROGRAMMING

- Examples that may be considered
 - Pursue funding options (e.g. mitigation fees)
 - Public/private partnerships with developers, property owners, not-for-profits, etc.
 - Partnerships with County, other cities, Coastal Conservancy, etc.
 - AB250
 - Make it easier to stay inland but still access the beach
 - Increase marketing/branding/wayfinding efforts
 - Improve logistics (i.e. transportation)
 - Identify sites to buy down and/or rehab
 - Hotels and motels to hostels
 - Programs with City departments, hoteliers, UCSB, others that facilitate opportunities for youth and under-represented organizations to stay in SB, particularly during low season
- As a next step, research and evaluate what other jurisdictions have done

DISCUSSION & NEXT STEPS

SCHEDULE

Spring 2018

LCOA Study Contract Approved with EPS

Fall 2018

LCOA Study Inventory of Overnight Accommodations Complete

Winter 2019

Stakeholder Informational Meeting

Spring/Summer 2019

LCOA Policy Options Developed

Fall/Winter 2019

Planning Commission and City Council LCP Amendment Review and Adoption

Winter 2020

LCP Amendment submitted to CCC for Certification