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2/21/2023

Chair Parke and Planning Commissioners
Santa Barbara County Planning Commission
123 East Anapamu Street
Santa Barbara, CA, 93101

RE: Bailard Ave. Multifamily Housing Project

Chair Parke and Planning Commissioners:

The Santa Barbara South Coast Chamber of Commerce, representing businesses from Goleta to Carpinteria and 75,000 jobs in the region, would like to express our support for the Bailard Workforce and Affordable Housing Project.

The need for more housing in southern Santa Barbara County is not a new issue, regardless of State mandates. Housing has always been a challenge for local employers and their employees. In fact, struggling to attract and retain employees due of the high cost and lack of housing stock is the number one issue we hear from local businesses. This pre-established need for increased housing supply in our region, in addition to State mandates, require the County to identify the housing projects that make sense for our communities and work to see them completed. We believe that the Bailard Housing Project is one of those projects.

The Chamber understands that some community members have raised concerns with this project. However, as this project moves forward the applicant will be conducting a study and environmental analysis which will be able to answer many of the questions raised by community members. Afterward, the County and the applicant can decide how to best move forward. The Bailard Housing Project will provide housing for various income levels making it a great match for employees of the diverse range of businesses and companies on the South Coast, specifically within Carpinteria. We are happy to see this project moving ahead, as it is a strong signal of the County's commitment to exploring all available options as we continue to work toward addressing the housing shortage which has been hampering our local economies.

Please continue to promote a positive and collaborative dialogue between the County and the applicant as the Bailard Workforce and Affordable Housing Project moves forward. We look to you, as leaders in our County, to encourage solutions to our region's greatest challenges – like housing. Thank you for your service to our communities.

Sincerely,

Kristen Miller
President & CEO
Santa Barbara South Coast Chamber of Commerce