



May 5, 2026

Mayor Paula Perotte  
Mayor Pro Tempore Stuart Kasdin  
Councilmember Luz Reyes-Martín  
Councilmember James Kyriaco  
Councilmember Jennifer Smith  
130 Cremona Drive  
Goleta, CA 93117

RE: Short-Term Vacation Rental Ordinance Amendments and Administrative Changes

Dear Mayor Perotte and Councilmembers,

The Santa Barbara Association of REALTORS® (SBAOR) represents about 1,200 REALTORS® throughout the South Coast and our mission includes engaging in real estate related community issues affecting our members and/or their clients who are homeowners, housing providers, tenants, and commercial owners. Thank you for the opportunity to provide input on the proposed amendments to the City's short-term rental (STR) ordinance.

SBAOR was actively engaged in the development of Goleta's original STR ordinance and worked collaboratively with the City to help shape a framework that balances neighborhood compatibility, property rights, and economic benefit. Since its adoption, we have consistently highlighted Goleta's approach as a model ordinance, one that represents a true "win-win" and has been shared as an example of effective STR regulation in conversations across California and nationally.

Importantly, available data indicates that this framework is working as intended. Current estimates show approximately 50–55 active STR units citywide, representing roughly 0.4% of Goleta's housing stock, and prior analysis has found no measurable impact on overall housing availability. In addition, STR activity contributes to the local economy through Transient Occupancy Tax (TOT) revenue and related visitor spending, providing a tangible public benefit alongside appropriate regulation.

In that context, SBAOR supports targeted refinements that strengthen accountability while preserving fairness and flexibility for property owners. We support the proposed three-strike enforcement framework and strengthened Good Neighbor provisions, which appropriately focus on behavior-based compliance. These measures directly address nuisance concerns such as noise, parking, and occupancy, and represent a practical and effective way to reinforce community standards without imposing unnecessary restrictions on compliant operators.

We also support staff's recommendation to not move forward with a mid-term rental registry. Allowing such uses could create a regulatory gray area that undermines the clarity and enforceability of the ordinance, potentially enabling circumvention of STR rules. Maintaining clear distinctions between permitted uses is important for consistent enforcement.



However, SBAOR opposes the proposed 24-month prohibition on STR use following the purchase of a property. This restriction is not tied to demonstrated impacts and would impose a significant burden on new property owners. Given the extremely limited share of STRs in Goleta's housing market, this measure is unlikely to produce any meaningful increase in long-term housing supply, while reducing flexibility and potentially discouraging property transactions.

Additionally, we oppose the requirement to submit title and deed documentation as part of the STR permitting process. This requirement duplicates information already available through public records, raises privacy considerations, and adds administrative complexity without a clear nexus to improved enforcement outcomes.

In closing, SBAOR encourages the City to continue building upon what is already a successful and balanced framework. Goleta's STR ordinance has demonstrated that it is possible to regulate responsibly without overreaching, and it remains a strong example of how to align community concerns with property owner rights. We respectfully urge the Council to focus on data-driven, behavior-based enforcement tools and avoid broad, preemptive restrictions that may create unintended consequences without delivering measurable public benefit.

Thank you for your time and thoughtful consideration.

Sincerely,

A handwritten signature in black ink that reads "Jennifer Berger". The signature is written in a cursive, flowing style.

Jennifer Berger  
SBAOR President

