



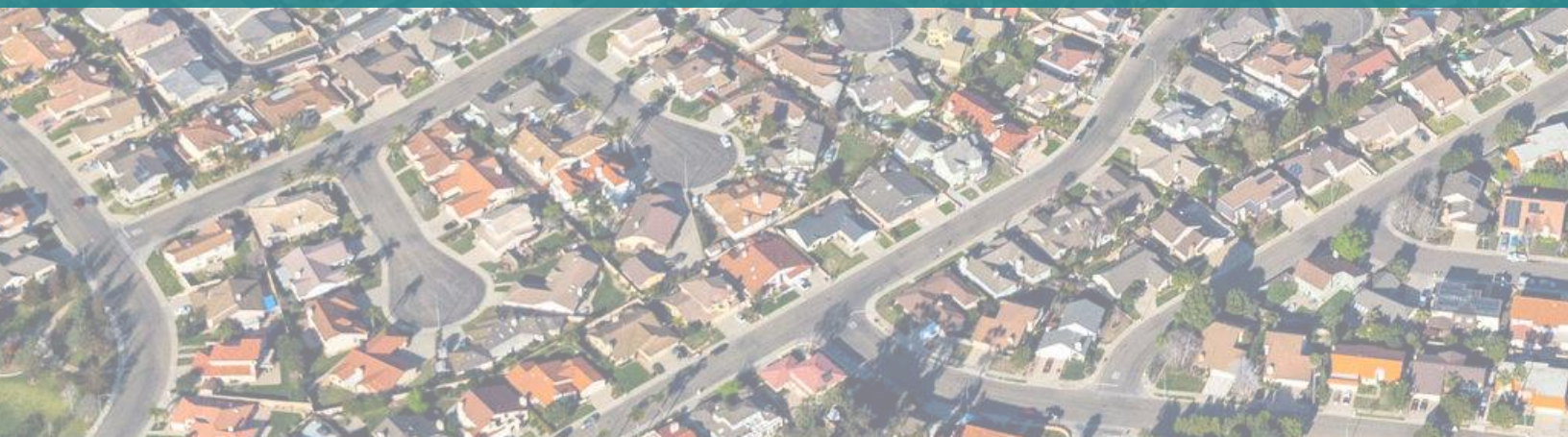
Santa Maria
General Plan

imagine



Socio-Economic Existing Conditions Report

December 2020



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Introduction

This is one in a series of stand-alone existing conditions reports that summarize the current conditions and future trends for topics critical to the General Plan update for the City of Santa Maria. The purpose is to present demographic and socio-economic trends in Santa Maria and identify potential future opportunities and constraints. This lays the foundation for the update to the Economic Development Element of the General Plan. Data in this Report is based on the most current available sources and as such they predate the effects of COVID-19. Though the Report represents the best available data, it may not accurately reflect the entire population at a given time, e.g., migrant workers, undocumented individuals, and the indigenous community.

Key Findings

- **Population.** The City of Santa Maria is the most populous in Santa Barbara County. 75% of Santa Maria's population is Hispanic, relative to 45% of Santa Barbara County. 79% of households in Santa Maria are family households, compared with 66% in Santa Barbara County. 23% of Santa Maria's population does not have a high school diploma or equivalency, compared with 9% of Santa Barbara County. 35% of Santa Maria residents and 23% of Santa Barbara County residents are foreign-born.
- **Housing.** The median rent for a 2-bedroom apartment in Santa Maria is a little more than \$1,750 per month. Median rent for 2-bedroom apartments in Santa Maria is less costly than the rest of Santa Barbara County by about \$1,100 - \$1,200. The median sales price of a single-family home in Santa Maria increased from approximately \$250,000 in 2010 to about \$400,000 in 2020; in the same time period, the median sales price of a single-family home in Santa Barbara County increased from approximately \$335,000 to about \$605,000.
- **Income.** In 2018, the median household income in Santa Maria was \$59,000, compared with a median household income of \$71,000 in Santa Barbara County. Household income in Santa Maria varies significantly within the city. The majority of Santa Maria renters with annual incomes of less than \$75,000 experience rent burden, meaning that more than 30% of their income is allocated to housing.
- **Employment.** The historical importance of farming has helped to make Santa Maria a hub for agricultural economic activity. Santa Maria has a highly disproportionate share of farming/agriculture jobs in comparison to Santa Barbara County. While the agricultural industry remains the leading provider of jobs in Santa Maria, the retail industry also provides a significant number of jobs.
- **Market Conditions.** In Santa Maria, leasing or buying retail and office use buildings are a more expensive investment than industrial use buildings.
- **City Revenue:** Santa Maria primarily relies on taxes (74.1%), specifically Sales & Use taxes (31%), to generate revenue for the general fund. From 2019-2020, Measure U has been estimated to provide \$17.6 million to City Departments in order to enhance public safety, youth programs, and quality of life in Santa Maria. In 2017-2019, Santa Maria generated the most Sales and Use tax from General Consumer Goods and Auto and Transportation businesses.

Plans of Significance

The following studies and plans relate to market and economic conditions in Santa Maria.

City of Santa Maria General Plan Economic Development Element (2005). The goal of the Economic Development Element is to create more jobs and create jobs that pay higher salaries or compensation, thereby raising the standard of living for the citizens of Santa Maria. The Economic Development Element establishes core policies to achieve this goal, including implementing an industrial preservation zone to protect industrially-zoned properties, streamlining development processes, encouraging business creativity, attracting and retaining business, and limiting rezoning of industrially and commercially zoned sites, among others.

Santa Maria Valley Chamber of Commerce Economic Development Commission Annual Report 2018-2019 (2019). The Economic Development Commission (EDC) is a division of the Santa Maria Valley Chamber of Commerce (SMVCC). The City of Santa Maria and the Santa Maria Public Airport District provide funding for the EDC. The Report highlights key accomplishments of the EDC, describes partnerships with economic development and regional partners, and identifies goals for the 2019-2020 fiscal year. These goals include expanding business support services and attracting business expansions and locations. The Report also highlights accomplishments, goals, and metrics of the Visitors Bureau and Tourism Marketing District.

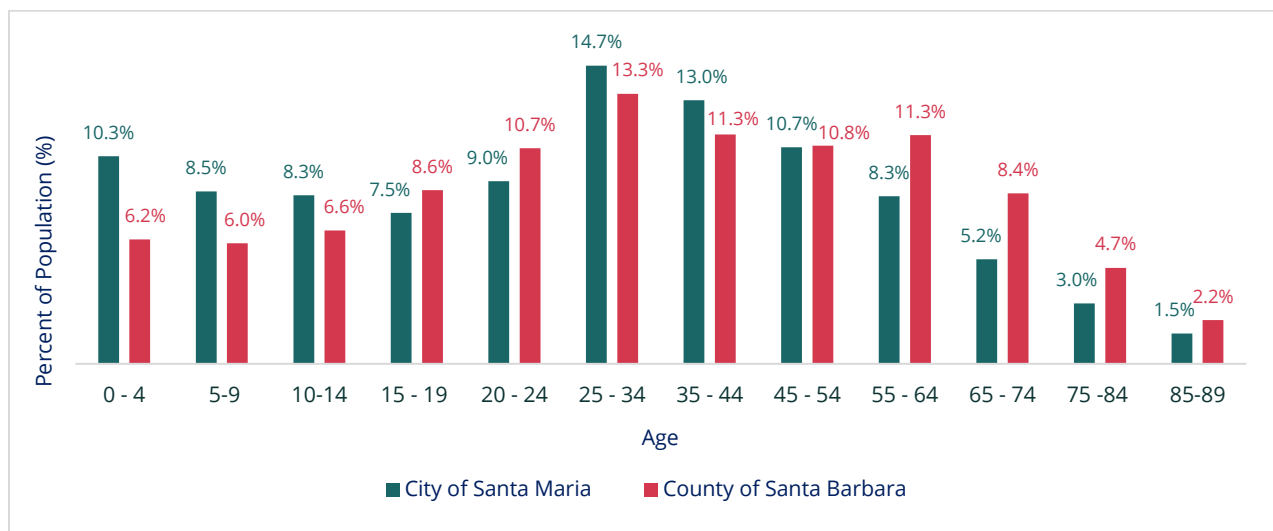
Population Data

This chapter illustrates population data as it relates to Santa Maria residents. Categories include: Age, Race and Ethnicity, Educational Attainment Levels, Nativity, and Household Composition (Families and Nonfamily Households/Households with Children). According to the information below, Santa Maria, in comparison to the rest of Santa Barbara County, has proportionally more residents that are foreign-born, live in Family Households, and have reached educational levels less than a high school diploma. Trends in population and household growth can convey important information about demand for various land use types, potential consumer spending, and the need for services.

Population by Age

Santa Maria's population skews younger than Santa Barbara County, as shown in Figure 1. Santa Maria has a larger share of residents under the age of 15 (27% in Santa Maria compared with 19% in Santa Barbara County) and a smaller percentage of residents over the age of 45 (29% in Santa Maria compared with 37% in Santa Barbara County). The age composition of a community informs expected spending behavior of residents and provides insight into demand for service types and a profile of the labor pool. For example, people in the family formation years have different housing and employment needs than older populations. In a similar manner, age data can be used by retailers as an indicator of spending potential.

Figure 1: Santa Maria and Santa Barbara County Population Age Comparison (2018)



Source: Census American Community Survey (ACS), 2018.

Table 1: Age Groups of Santa Maria and Santa Barbara County Residents (2018)

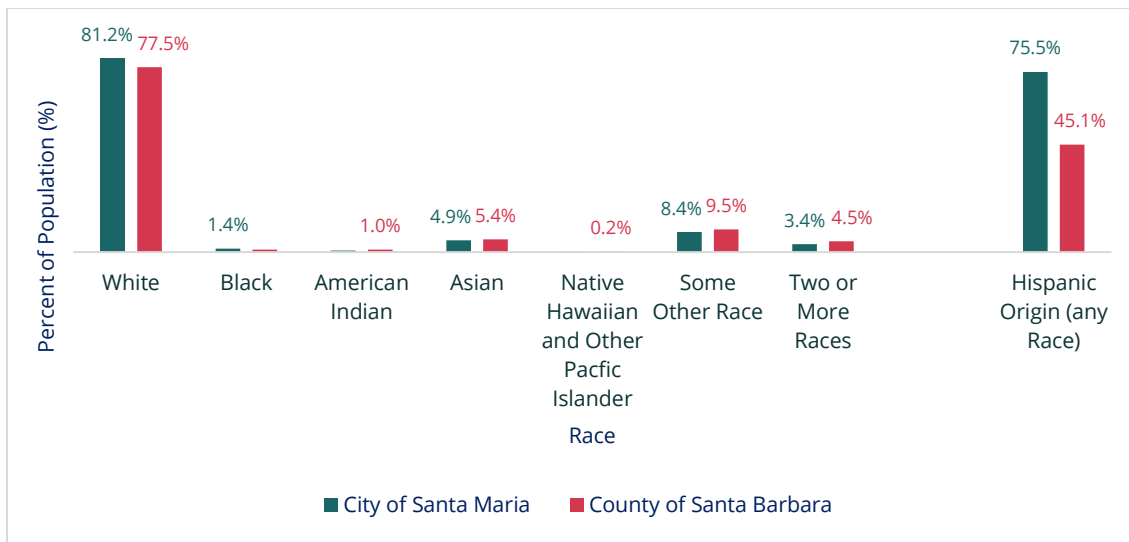
Age Range	City of Santa Maria		County of Santa Barbara		City to County Index
0 - 4	10,825	10.3%	27,464	6.2%	166.9%
5-9	8,989	8.5%	26,578	6.0%	143.2%
10 - 14	8,793	8.3%	29,451	6.6%	126.4%
15 - 19	7,869	7.5%	38,291	8.6%	87.0%
20 - 24	9,524	9.0%	47,576	10.7%	84.7%
25 - 34	15,537	14.7%	59,576	13.3%	110.4%
35 - 44	13,739	13.0%	50,626	11.3%	114.9%
45 - 54	11,290	10.7%	48,111	10.8%	99.3%
55 - 64	8,740	8.3%	50,453	11.3%	73.3%
65 - 74	5,444	5.2%	37,583	8.4%	61.3%
75 -84	3,144	3.0%	21,181	4.7%	62.8%
85 - 89	1,589	1.5%	9,638	2.2%	69.8%
Total	105,483	100%	446,528	100%	100%

City to County Index: Compares the relative percentages of a certain characteristic from one area to another. Values above 100% indicate Santa Maria has a greater number of the category than the compared jurisdiction (e.g., Santa Barbara County or California), a value of under 100% indicates the City has less of the category.
Source: Census American Community Survey (ACS), 2018.

Population by Race and Ethnicity

Santa Maria’s population has a significantly larger percentage of Hispanic people than Santa Barbara County. Per Figure 2, 75% of Santa Maria’s population is Hispanic, compared with 45% of Santa Barbara County’s population. Santa Maria also has a comparatively larger Black/African American population than Santa Barbara County. Race and ethnicity information can be useful in developing policies that address questions of social equity. Having consistent data about patterns of race and ethnicity can allow for tracking progress towards meeting policy objectives over time and can reveal patterns in a community’s social geography. The racial and ethnic classifications used in this report follow the conventions used by the U.S. census for defining racial and ethnic identity. Note that the Hispanic population is measured as an ethnic category that can be of any race.

Figure 2: Santa Maria and Santa Barbara County Race and Ethnicity Comparison (2018)



Note:

1. Hispanic origin can be viewed as the heritage, nationality, lineage, or country of birth of the person or the person’s parents or ancestors before arriving in the United States. People who identify as Hispanic, Latino, or Spanish may be any race.

Source: Census American Community Survey (ACS), 2018.

Table 2: Santa Maria and Santa Barbara County Population by Race and Ethnicity (2018)

	City of Santa Maria		County of Santa Barbara		City to County Index
White	85,698	81.3%	344,026	77.6%	104.8%
Black	1,509	1.4%	4,846	1.2%	131.0%
American Indian	643	0.6%	4,389	1.1%	61.6%
Asian	5,196	4.9%	23,863	5.5%	91.6%
Native Hawaiian and Other Pacific Islander	38	0.0%	814	0.4%	19.6%
Some Other Race	8,865	8.4%	42,024	9.6%	88.7%
Two or More Races	3,534	3.4%	19,996	4.6%	74.3%
Total by Race	105,483	100.0%	443,738	100.0%	23.8%
Hispanic Origin (any Race)	79,613	75.5%	200,060	45.1%	167.4%

Note:

1. Hispanic Origin (any Race) does not count towards total population.
2. Hispanic origin can be viewed as the heritage, nationality, lineage, or country of birth of the person or the person’s parents or ancestors before arriving in the United States. People who identify as Hispanic, Latino, or Spanish may be any race.

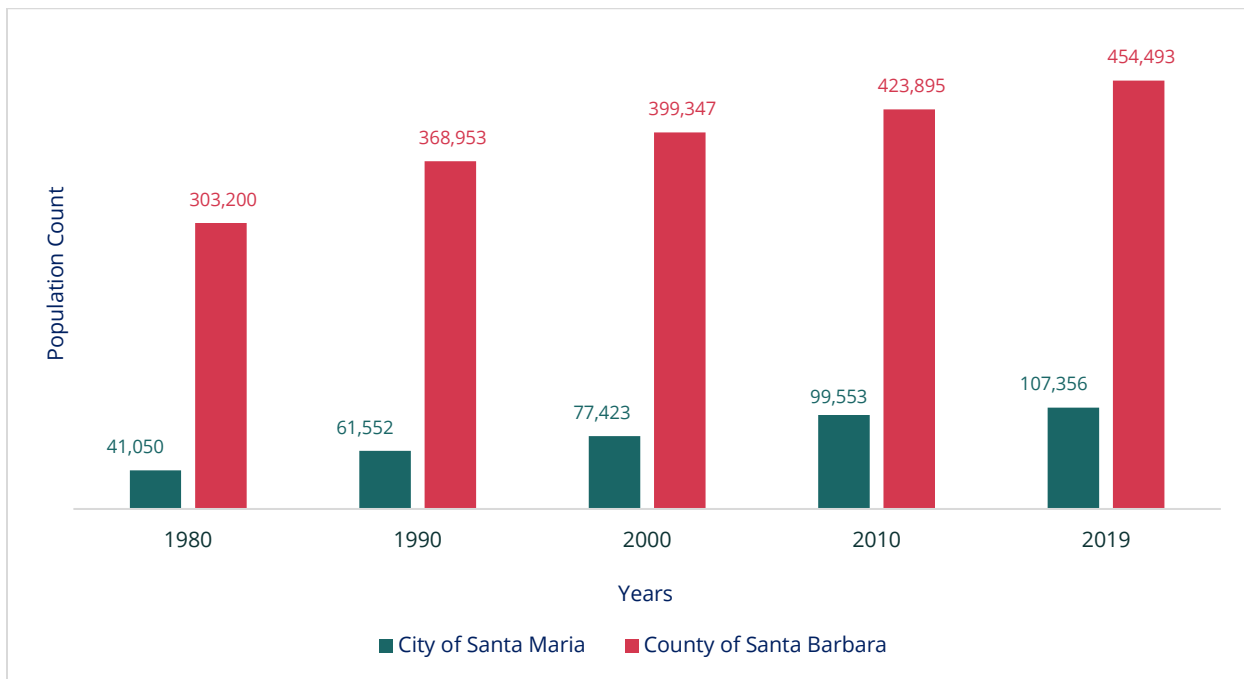
Source: Census American Community Survey (ACS), 2018.

Population Growth

Population growth is often seen as a proxy indicator for overall economic vitality. Communities that experience population growth are generally sites of increased employment, consumer spending, and real estate development. From 1980 to 2019, both Santa Maria and Santa Barbara County have seen periods of rapid population growth followed by smaller steadier increases. According to Figure 3, Santa Maria gained approximately 20,000 residents from 1980 to 1990 – an approximate 150% increase of the City's population. Santa Barbara County gained approximately 65,000 residents, a 22% increase during this period. In comparison, Santa Maria had a proportionally larger increase in population. Following the initial population increases, Santa Maria had a steeper decline in population growth rate from 1990 to 2000 than Santa Barbara County. However, population in Santa Maria and Santa Barbara County is still growing, though at a slower rate than from 1980 to 1990.

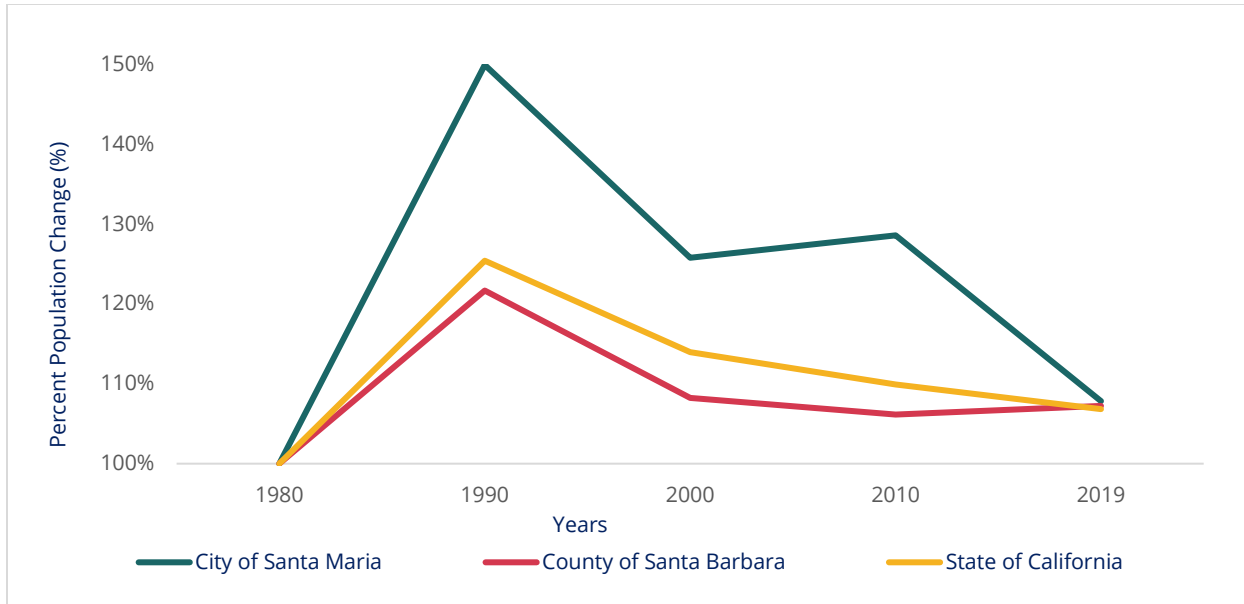
According to Figure 4, population growth in California from 1980 to 2019 resembled Santa Barbara County with a small population increase from 1980 to 1990 then a steadier population growth decrease. In 2019, Santa Maria, Santa Barbara County and the State of California were still increasing in population.

Figure 3 : Santa Maria and Santa Barbara County Population Growth Comparison (1980-2019)



Source: Census American Community Survey (ACS), 2018.

Figure 4: Santa Maria, Santa Barbara County, and California Population Growth Comparison (2018)



Source: Census American Community Survey (ACS), 2018.

Table 3: Santa Maria, Santa Barbara County, and California Population Growth (1980-2019)

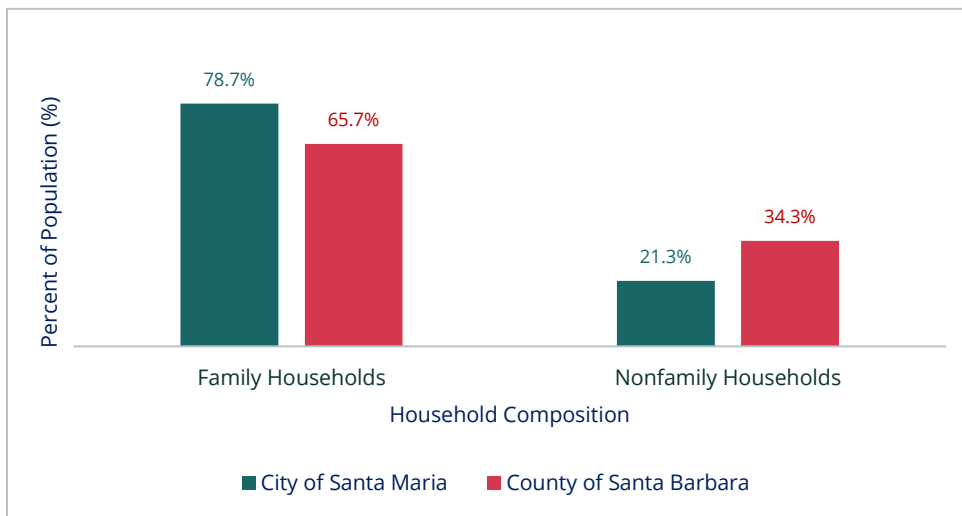
	1980	1990	2000	2010	2019	Population Growth (Indexed to 1980)				
						100%	150%	126%	129%	108%
City of Santa Maria	41,050	61,552	77,423	99,553	107,356	100%	150%	126%	129%	108%
County of Santa Barbara	303,200	368,953	399,347	423,895	454,493	100%	122%	108%	106%	107%
State of California	23,782,000	29,828,400	34,001,000	37,368,000	39,927,315	100%	125%	114%	110%	107%

Source: Census American Community Survey (ACS), 2018.

Household Composition

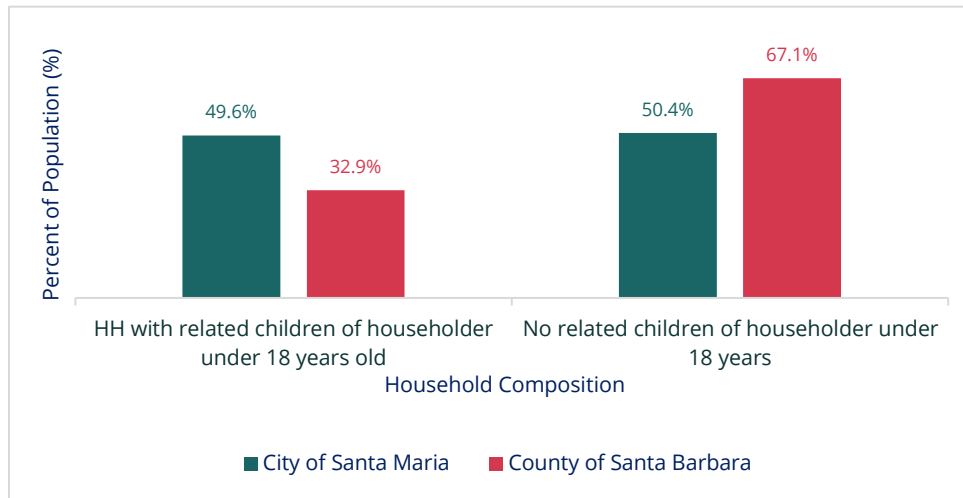
Trends in population and household (HH) composition can convey important information about demand for various land use types, potential consumer spending, and the need for services. Santa Maria, in comparison to the rest of Santa Barbara County, has more family households than non-family households. Family Households, as defined by the Census, “is a household maintained by a householder who is in a family (a group of two people or more related by birth, marriage, or adoption and residing together; and includes any unrelated people who may be residing there.” A nonfamily household consists of a householder living alone (a one-person household) or where the householder shares the home exclusively with people to whom he/she is not related). 78.7% of households in Santa Maria and 65.7% Santa Barbara County households are family households. Proportionally, there are more nonfamily households in Santa Barbara County than in Santa Maria. Compared to the rest of Santa Barbara County, a Santa Maria householder is more likely to have related children under the age of 18 years old. Households in Santa Maria have an approximate 50% split on having children or not having children under the age of 18 years old related to the householder. In comparison, Santa Barbara County is significantly more likely to have households with no related children of householder under 18 years by a margin of about 33%.

Figure 5: Santa Maria and Santa Barbara County Family and Nonfamily Comparison (2018)



Source: Census American Community Survey (ACS), 2018.

Figure 6: Santa Maria and Santa Barbara County Households with Related Children Comparison (2018)



Source: Census American Community Survey (ACS), 2018.

Table 4: Household Composition (Family/Nonfamily/Children Present Households) of Santa Maria and Santa Barbara County Residents

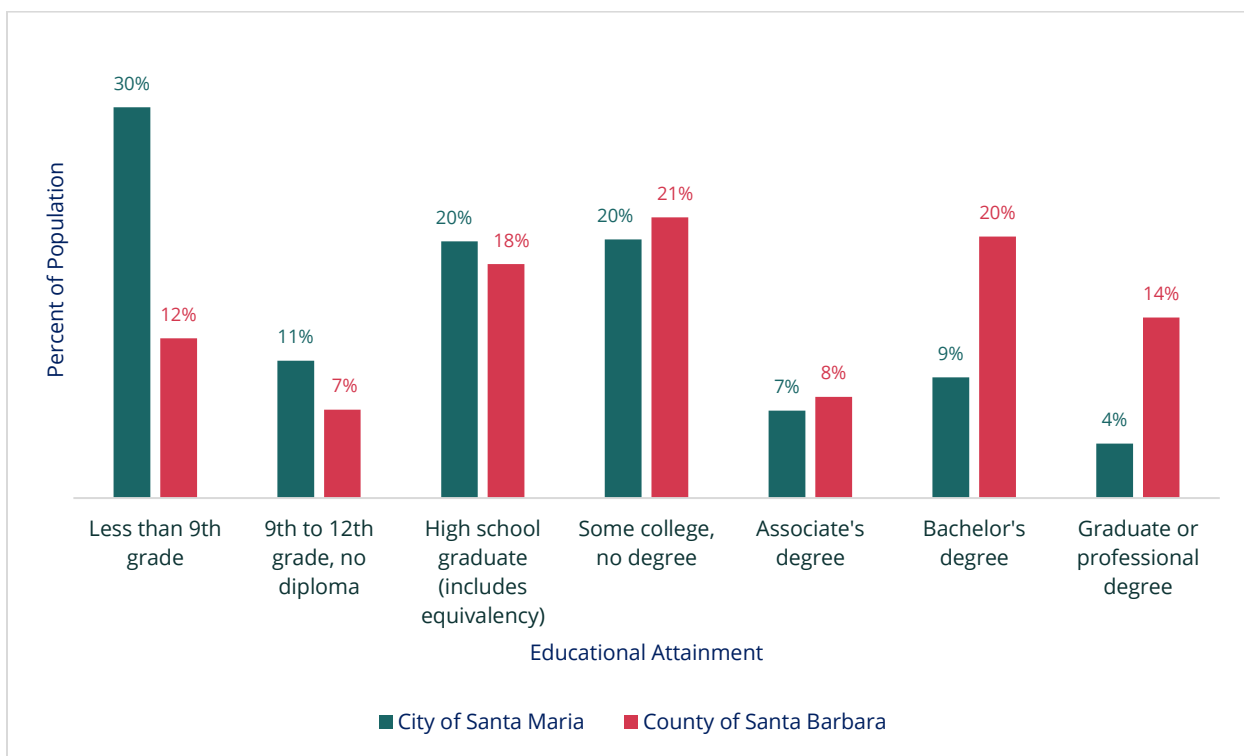
	City of Santa Maria		County of Santa Barbara		City to County Index
Family Households	21,771	78.7%	95,270	65.7%	119.8%
Married-couple family	14,711	53.2%	71,080	49.0%	108.5%
Other Family	7,060	25.5%	24,190	16.7%	153.0%
Nonfamily Households	5,880	21.3%	49,692	34.3%	62.0%
Householder living alone	4,345	15.7%	34,270	23.6%	66.5%
Householder not living alone	1,535	5.6%	15,422	10.6%	52.2%
HH with related children of householder under 18 years old	13,725	49.6%	47,660	32.9%	151.0%
HH with own children of householder under 18 years old	12,105	88.2%	42,395	89.0%	99.1%
HH with no own children of householder under 18 years	1,620	11.8%	5,265	11.0%	106.8%
No related children of householder under 18 years	13,926	50.4%	97,302	67.1%	75.0%
Total Households	27,651	100.0%	144,962	100.0%	100.0%

Source: Census American Community Survey (ACS), 2018.

Educational Attainment

Santa Maria's Educational Attainment is behind that of Santa Barbara County. For individuals 25 years and over, 43% of Santa Maria's population does not have a high school diploma or equivalency, compared with 21% of Santa Barbara County's population. 13% of Santa Maria's population has a bachelor's degree or higher, compared with 34% of Santa Barbara County's population. Education levels influence individual and household economic opportunity and are used to assess business investment attractiveness and provide insight on consumer behavior. Retailers and employers consider education levels in conjunction with incomes as principal factors in location decisions.

Figure 7: Santa Maria and Santa Barbara County Educational Attainment Level Comparison for Individuals 25 Years and Older (2018)



Source: Census American Community Survey (ACS), 2018.

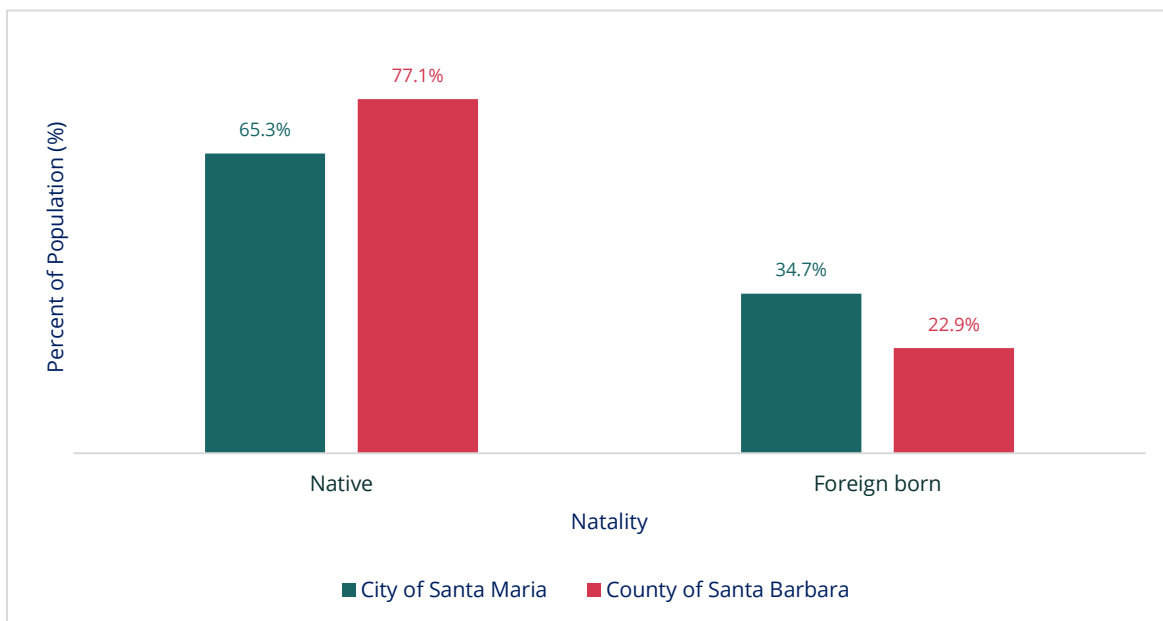
Table 5: Educational Attainment Levels of Santa Maria and Santa Barbara County Residents for Individuals 25 Years and Older (2018)

	City of Santa Maria		County of Santa Barbara		City to County Index
Less than 9th grade	17,800	30%	33,512	12%	244.50%
9th to 12th grade, no diploma	6,252	11%	18,530	7%	155.31%
High school graduate (includes equivalency)	11,692	20%	49,059	18%	109.71%
Some college, no degree	11,782	20%	58,863	21%	92.14%
Associate's degree	3,975	7%	21,217	8%	86.24%
Bachelor's degree	5,496	9%	54,801	20%	46.17%
Graduate or professional degree	2,486	4%	37,833	14%	30.25%
High school graduate or higher	35,431	60%	221,773	81%	73.54%
Bachelor's degree or higher	7,982	13%	92,634	34%	39.66%
Total Population 25 years and over	59,483	100%	273,815	100%	17%

Source: Census American Community Survey (ACS), 2018.

Nativity

Santa Maria has a higher population proportion of foreign-born residents than Santa Barbara County. According to Figure 8, 34.7% of Santa Maria residents and 22.9% of Santa Barbara County residents are foreign-born. As a result, Santa Maria has a lower percentage of native-born residents compared to the rest of Santa Barbara County. Place of birth can provide information on the long-term population growth trends in a community as well as provide insight into potential market segments that are often of interest to retailers and other consumer-facing businesses.

Figure 8: Santa Maria and Santa Barbara County Nativity Comparison (2018)

Source: Census American Community Survey (ACS), 2018.

Table 6: Nativity Levels of Santa Maria and Santa Barbara County Residents (2018)

	City of Santa Maria		County of Santa Barbara		City to County Index
Native	68,861	65%	342,132	77%	85%
Born in state of residence	58,661	85%	251,334	73%	116%
Born in other state in the United States:	9,267	13%	85,280	25%	54%
Born outside the United States	933	2%	5,518	2%	84%
Foreign born	36,622	35%	101,606	23%	152%
Total Population	105,483	100%	443,738	100%	100%
Foreign born - Naturalized U.S. citizen	9,167	25%	34,429	34%	74%
Europe	269	3%	4,606	13%	22%
Asia	2,232	24%	7,744	22%	108%
Africa	1	0%	609	2%	1%
Oceania	-	0%	227	1%	0%
Latin America	6,595	72%	20,254	59%	122%
Northern America	70	1%	989	3%	27%
Foreign born - Not a U.S. citizen	27,455	75%	67,177	66%	113%
Europe	36	0%	4,031	6%	2%
Asia	1,311	5%	7,212	11%	44%
Africa	13	0%	490	1%	6%
Oceania	-	0%	368	1%	0%
Latin America	26,031	95%	54,447	80%	117%
Northern America	64	0%	629	1%	25%

Source: Census American Community Survey (ACS), 2018.

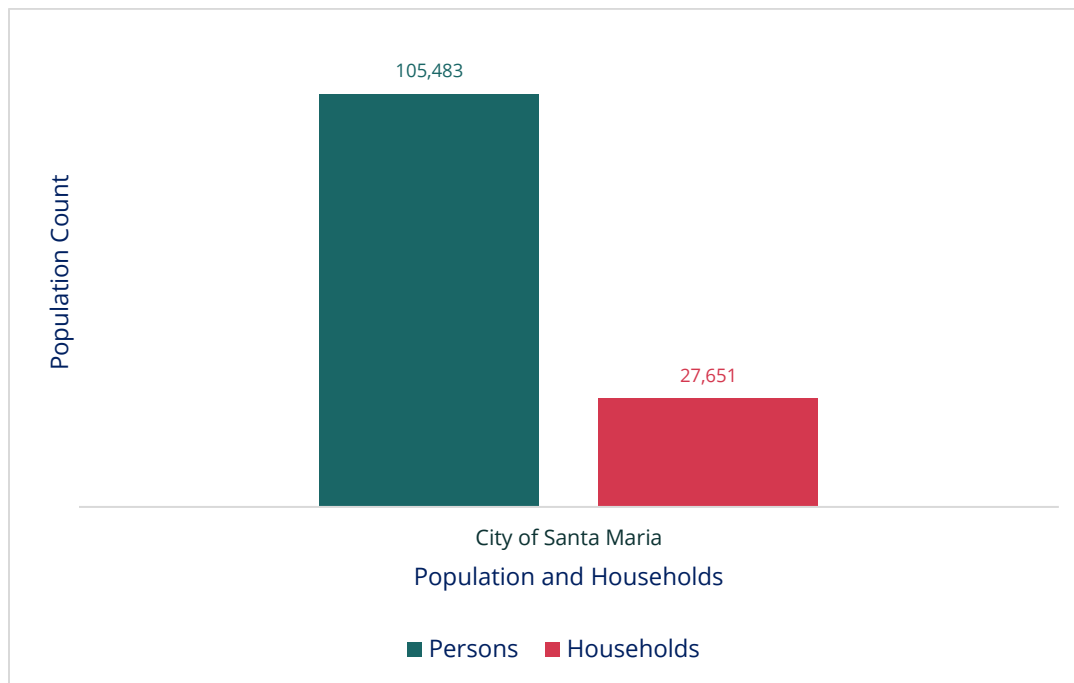
Housing

This chapter illustrates housing data as it relates to Santa Maria residents. Categories include: Households and Population, Households and Race, Housing Tenure, Occupancy Year, Household Types, and Age of Dwelling Units. Santa Maria, in comparison to the rest of Santa Barbara County, has proportionally more households that are renter-occupied, relatively newer housing stock, and a majority of households with residents that moved into Santa Maria between 2000-2014.

Households and Population

As of 2018, Santa Maria had an estimated population of 105,483 in 27,651 households across its approximately 23 square miles. The average number of persons per household in Santa Maria is 3.8. Data on population and household composition can convey important information about demand for various land use types, potential consumer spending, and the need for services.

Figure 9: Santa Maria Households and Population (2018)

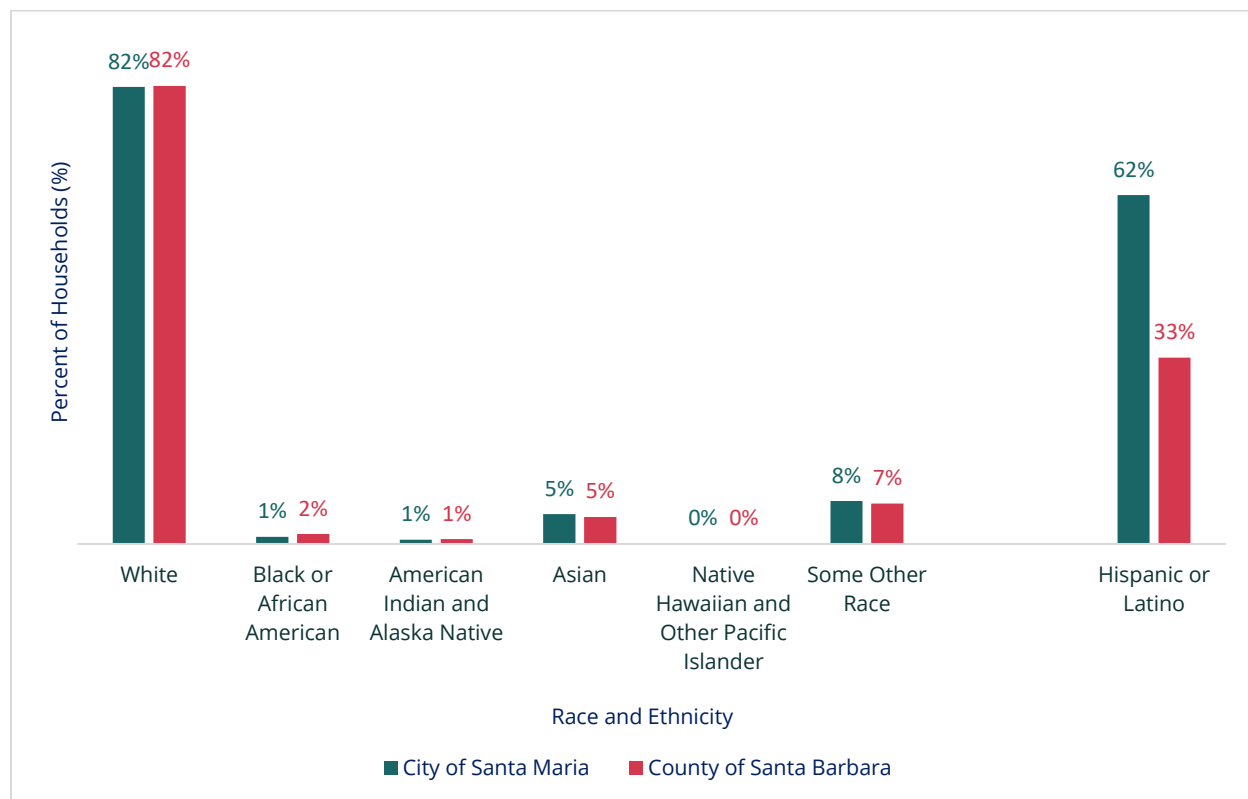


Source: Census American Community Survey (ACS), 2018; Decennial Census, 2010.

Households and Race

According to Figure 10, Santa Maria has a larger Hispanic or Latino household population than the rest of Santa Barbara County. Santa Maria and Santa Barbara County have low percentages of Black or African American, American Indian, and Alaska Native, or Native Hawaiian and Other Pacific Islander households. Per Table 7, Native Hawaiian and Other Pacific Islander are strongly represented in Santa Maria (compared to the rest of Santa Barbara County and race or ethnicity group) in at least two characteristics: Persons or Population count (509%) and Family Households (408%). In addition, Black or African American and Hispanic or Latino populations for the measured characteristics (Person or Population Count, Households, Average Household Size, Family Households, Non-Family Households, and individuals 65 Years and Over) in Table 7 are strongly represented in Santa Maria in comparison to the rest of Santa Barbara County. Collection of this data is used as a component of a housing element and can be used to set a baseline when investigating the effectiveness of policies designed to address racial and ethnic inequalities in housing markets.

Figure 10: Santa Maria and Santa Barbara County Households by Race and Ethnicity Comparison (2018)



Note:

1. Hispanic origin can be viewed as the heritage, nationality, lineage, or country of birth of the person or the person's parents or ancestors before arriving in the United States. People who identify as Hispanic, Latino, or Spanish may be any race.

Source: Census American Community Survey (ACS), 2018.

Table 7: Household and Racial Composition of Santa Maria and Santa Barbara County (2018)

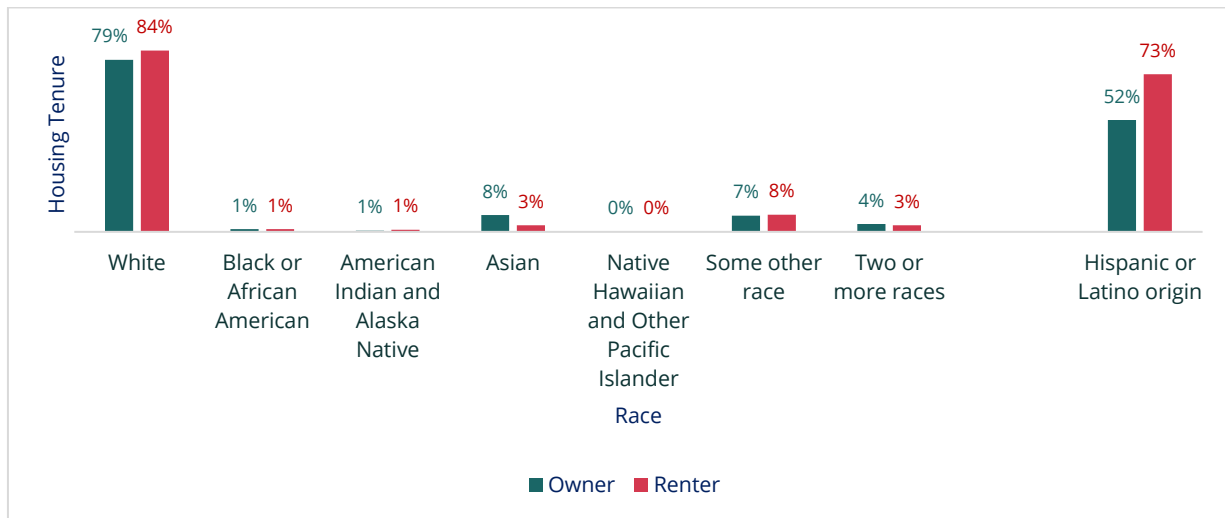
	City to County Index						
	White	Black or African American	American Indian and Alaska Native	Asian	Native Hawaiian and Other Pacific Islander	Some Other Race	Hispanic or Latino
Persons	95%	136%	162%	109%	509%	112%	167%
Households	100%	139%	114%	91%	168%	94%	187%
Average Household Size	106%	114%	100%	106%	129%	114%	89%
Family Households	100%	139%	127%	79%	408%	112%	169%
Nonfamily Households	100%	119%	108%	128%	41%	60%	196%
65 Years & Over	106%	100%	259%	53%	162%	70%	207%

Source: Census American Community Survey (ACS), 2018.

Tenure by Race and Ethnicity

Figure 11 illustrates housing tenure by race and ethnicity for Santa Maria residents. White Santa Maria residents hold the most housing tenure in both the owning and renting category, 79% and 84% respectively. Only 21% of tenured housing units are owned and only 16% are rented by some other Race or Ethnicity. Similar to other race and ethnicity data, the housing tenure information can provide a baseline of information to support policies that address housing inequality.

Figure 11: Santa Maria Household Tenure by Race and Ethnicity Comparison (2018)



Note:

1. Hispanic origin can be viewed as the heritage, nationality, lineage, or country of birth of the person or the person's parents or ancestors before arriving in the United States. People who identify as Hispanic, Latino, or Spanish may be any race.

Source: Census American Community Survey (ACS), 2018.

Table 8: Housing Tenure by Race and Ethnicity

	Percent owner-occupied housing units	Percent renter-occupied housing units
White	79%	84%
Black or African American	1%	1%
American Indian and Alaska Native	1%	1%
Asian	8%	3%
Native Hawaiian and Other Pacific Islander	0%	0%
Some other race	7%	8%
Two or more races	4%	3%
Hispanic or Latino origin	52%	73%

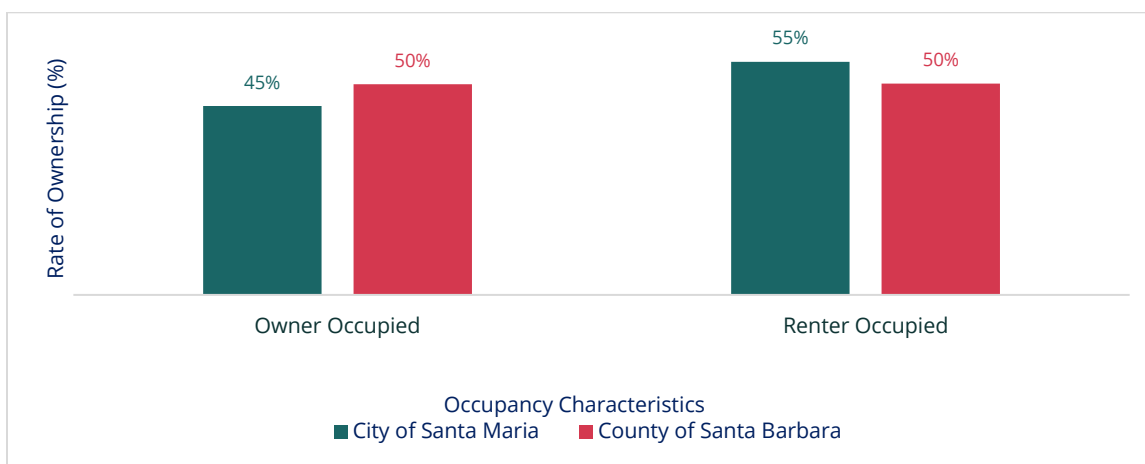
Note:
 1. Hispanic origin can be viewed as the heritage, nationality, lineage, or country of birth of the person or the person’s parents or ancestors before arriving in the United States. People who identify as Hispanic, Latino, or Spanish may be any race.

Source: Census American Community Survey (ACS), 2018.

Housing Tenure

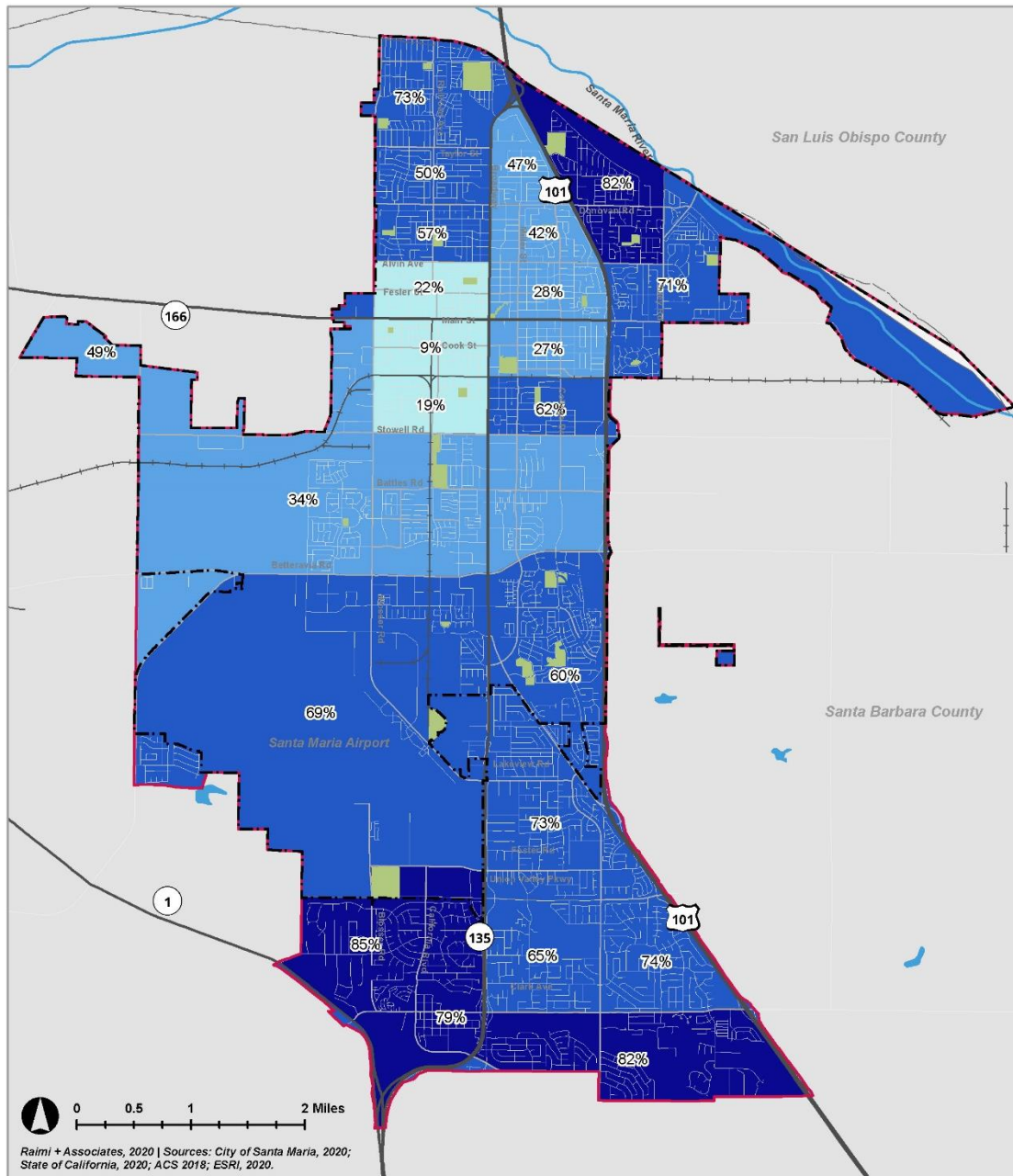
As shown in Figure 12, Santa Maria has a lower share of homeowners than Santa Barbara County. 45% of Santa Maria households are owner-occupied, whereas 50% of Santa Barbara County households are owner-occupied. Figure 13 illustrates housing tenure by geographic sub-area. According to Figure 13, the highest percentages (greater than 50%) of owner-occupied households are found in the southernmost parts of Santa Maria, while central to northern areas of the city have proportionally fewer residents who own their homes. However, there is an area in northern Santa Maria that has high (greater than 75%) levels of owner occupation.

Figure 12: Santa Maria and Santa Barbara Occupancy Characteristics Comparison (2018)



Source: Census American Community Survey (ACS), 2018.

Figure 13: Santa Maria Owner Housing Tenure (2018)



Raimi + Associates, 2020 | Sources: City of Santa Maria, 2020; State of California, 2020; ACS 2018; ESRI, 2020.



- Santa Maria City Limits
 - Sphere of Influence
 - +— Railroads
 - Parks
 - Water
 - - - County Boundaries
- Housing Tenure: Percent Owner Occupied**
- 0% - 25%
 - 25.1% - 50%
 - 50.1% - 75%
 - 75.1% - 100%

Table 9: Renter and Owner Tenure for Santa Maria and Santa Barbara County Residents (2018)

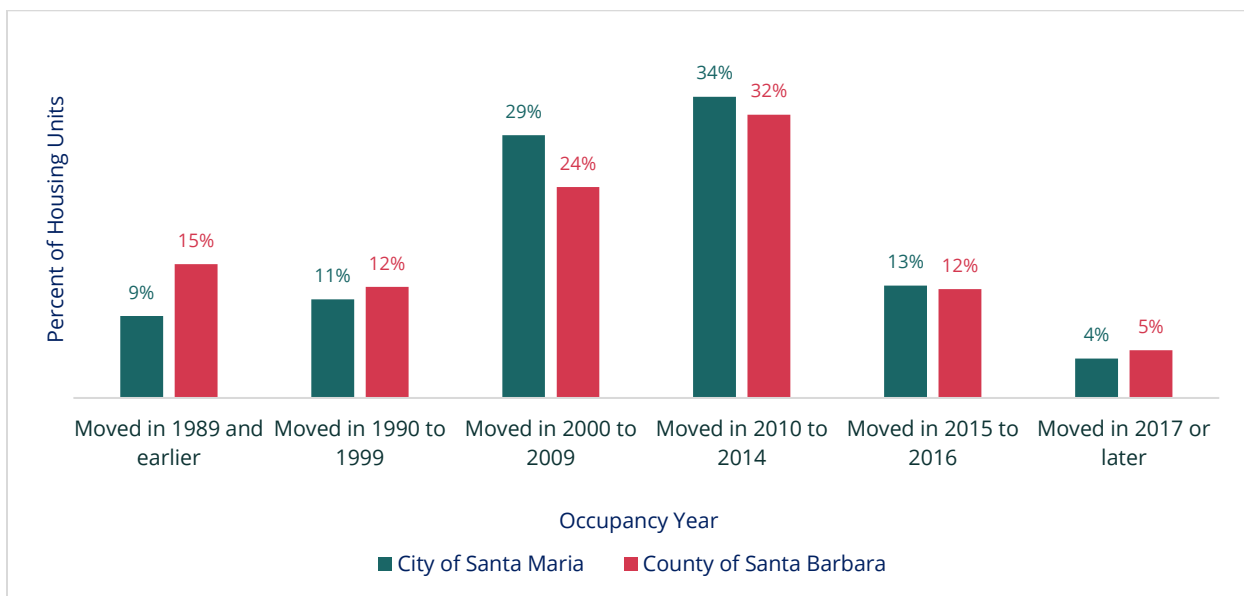
	City of Santa Maria		County of Santa Barbara		City to County Index
Owner Occupied	46,742	44.8%	211,543	49.9%	89.7%
Renter Occupied	57,653	55.2%	212,332	50.1%	110.2%
Total	104,395	100.0%	423,875	100.0%	100.0%

Source: Census American Community Survey (ACS), 2018.

Occupancy Year

Occupancy data by year is a measure of mobility and migration within the community. This can provide insights into the stability of neighborhoods and the composition of the city's population over time. Approximately 63% of current Santa Maria residents and 55% of current Santa Barbara County residents moved into the City of Santa Maria and Santa Barbara County, respectively, from 2000 to 2014. Approximately 20% of current Santa Maria residents and about 27% of current Santa Barbara County residents moved into the area prior to 1999. According to Figure 14, proportionally most current Santa Barbara County, in the aggregate, residents have moved into the county more recently than Santa Maria residents have moved into the city. 10% of Santa Maria's current population has been in the community for more than 40 years while the majority of current Santa Maria residents have lived in the city for 10-20 years.

Figure 14: Santa Maria and Santa Barbara County Population Occupancy Year Comparison (2018)



Source: Census American Community Survey (ACS), 2018.

Table 10: Occupancy Year for Santa Maria and Santa Barbara County Residents

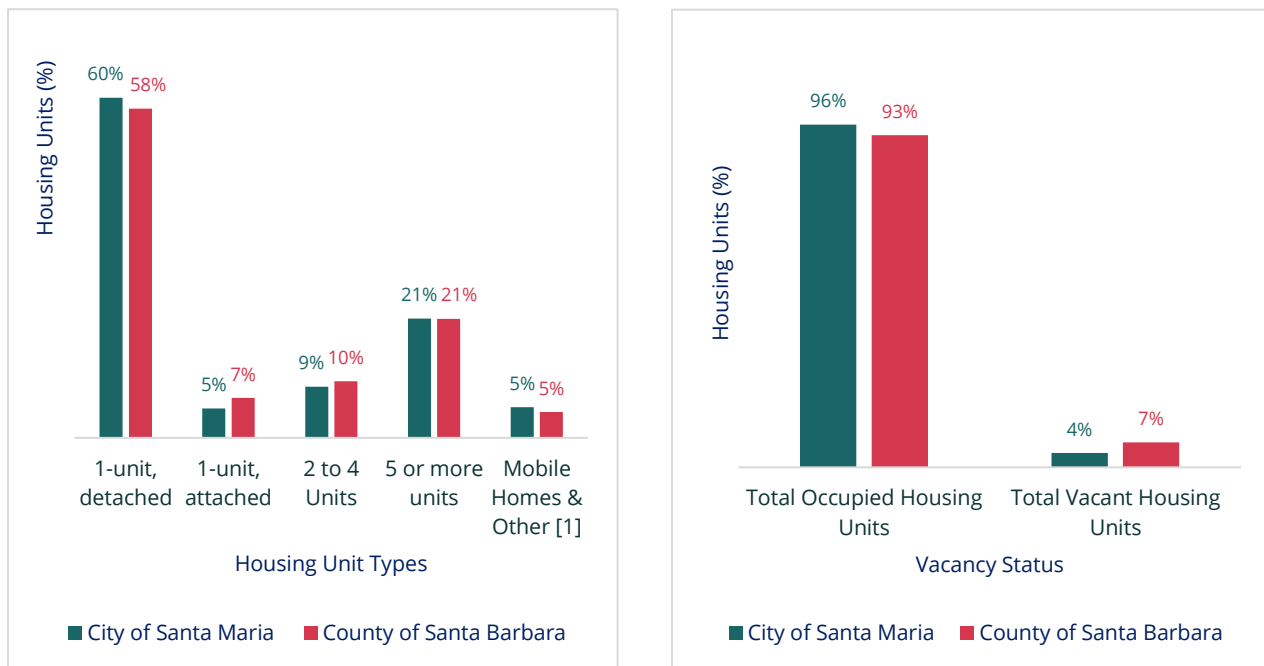
	City of Santa Maria		County of Santa Barbara		City to County Index
Moved in 1989 and earlier	2,527	9.2%	21,662	14.9%	61.2%
Moved in 1990 to 1999	3,042	11.0%	17,958	12.4%	88.8%
Moved in 2000 to 2009	8,106	29.3%	34,150	23.6%	124.4%
Moved in 2010 to 2014	9,296	33.6%	45,825	31.6%	106.3%
Moved in 2015 to 2016	3,467	12.5%	17,629	12.2%	103.1%
Moved in 2017 or 2018	1,213	4.4%	7,738	5.3%	82.2%

Source: Census American Community Survey (ACS), 2018.

Housing Types and Occupancy Status

According to Figure 15, Santa Maria and Santa Barbara County share a similar composition of housing types. Per Table 12, Santa Barbara County had higher proportions of residents who owned their homes (52%) compared to Santa Maria residents (49%). A resident in Santa Maria is more likely to be a renter than a resident in Santa Barbara County (see Table 12). The City of Santa Maria and Santa Barbara County both have high housing occupancy rates at 96% and 93%, respectively, This information is useful in understanding the spatial requirements of the housing stock in the city.

Figure 15 and Figure 16: Santa Maria and Santa Barbara County Housing Type Characteristics Comparison (2018)



Notes:

1. Mobile Homes & Other comprises of Mobile Homes, Boats, RVs, vans, etc.

Source: Census American Community Survey (ACS), 2018.

Table 11: Housing Types of Santa Maria and Santa Barbara County (2018)

	City of Santa Maria				County of Santa Barbara				City to County Index	
	2010		2018		2010		2018		2010	2018
	Units	Percent	Units	Percent	Units	Percent	Units	Percent	Percent	Percent
1-unit, detached	17,638	62.9%	17,173	60%	89,468	59%	90,166	58%	93%	97%
1-unit, attached	1,207	4.3%	1,481	5%	10,154	7%	10,908	7%	155%	136%
Total Single-Family	18,845	67.2%	18,654	65%	99,622	65%	101,074	65%	97%	100%
2 to 4 Units	2,486	8.9%	2,581	9%	14,939	10%	15,496	10%	111%	111%
5 or more units	5,166	18.4%	6,017	21%	30,021	20%	32,590	21%	107%	100%
Total Multi-Family	7,652	27.3%	8,598	30%	44,960	30%	48,086	31%	108%	103%
Mobile Homes & Other [1]	1,534	5.5%	1,545	5%	7,799	5%	7,050	5%	94%	84%
Total Housing Units	28,031	100.0%	28,798	100%	152,381	100%	156,210	100%	100%	100%

Notes:
 1. Mobile Homes & Other comprises of Mobile Homes, Boats, RVs, vans, etc.
Sources: Census American Community Survey (ACS), 2010; ACS, 2018.

Table 12: Occupancy Characteristics of Santa Maria and Santa Barbara County (2018)

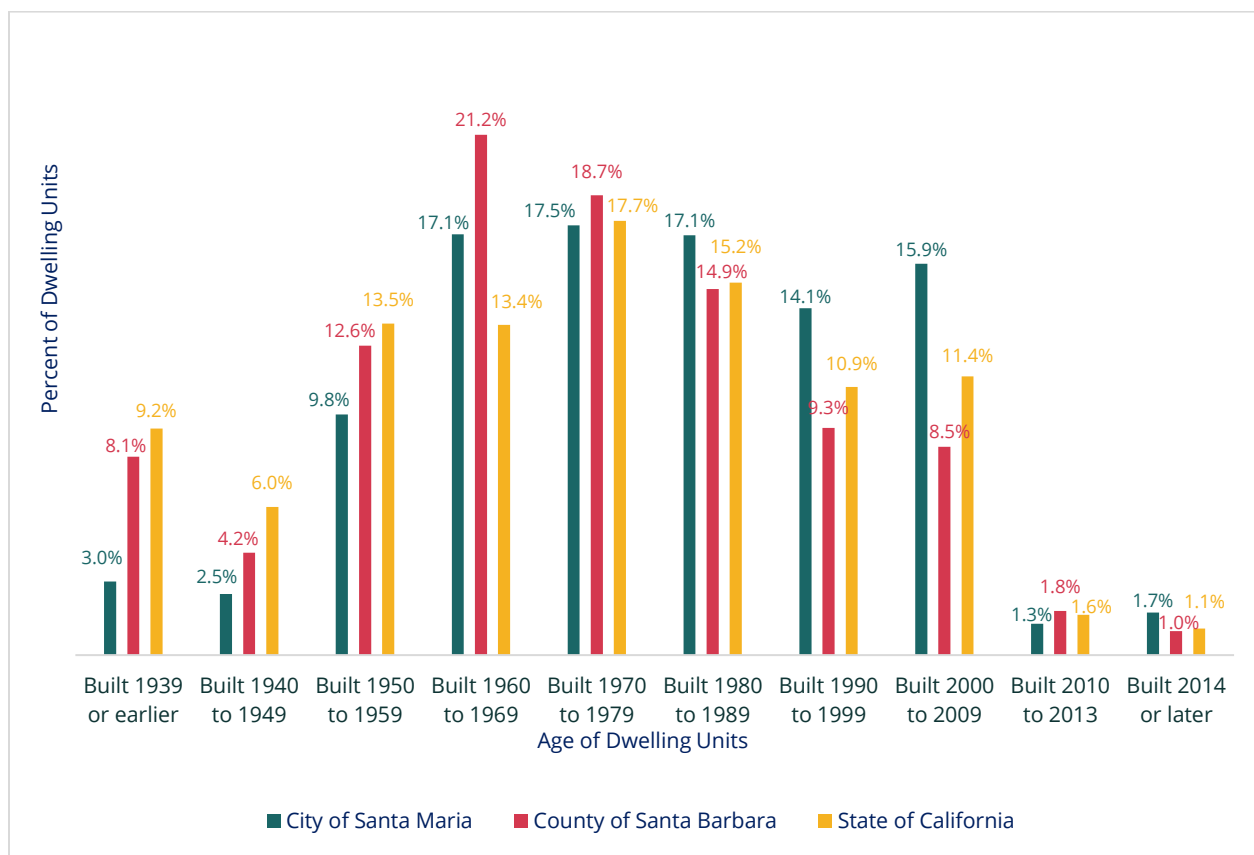
	City of Santa Maria				County of Santa Barbara				City to County Index	
	2010		2018		2010		2018		2010	2018
	Units	Percent	Units	Percent	Units	Percent	Units	Percent	Percent	Percent
Total Occupied Housing Units	26,483	94.5%	27,651	96%	141,793	93%	144,962	93%	98%	97%
Total Vacant Housing Units	1,548	5.5%	1,147	4%	10,588	7%	11,248	7%	126%	181%
Owner-Occupied	13,628	51%	13,650	49%	76,757	54%	75,640	52%	105%	106%
Renter-Occupied	12,855	48%	14,001	51%	65,036	46%	69,322	48%	94%	94%
Homeowner Vacancy Rate	897	3.2	144	0.0	2,438	1.6	1,406	0.0	50%	180%
Rental Vacancy Rate	1,009	3.6	864	3.0	5,486	3.6	4,218	2.7	100%	90%

Sources: Census American Community Survey (ACS), 2010; ACS, 2018.

Age of Dwelling Units

Santa Maria, Santa Barbara County, and California have relatively similarly aged housing stock. Santa Maria and Santa Barbara County share the same median dwelling unit age of 40, while California's dwelling units have an older median age of 45. All regions share a peak in dwelling unit creation from 1960 to 1980. Santa Maria and California share a more evenly distributed range of housing stock from 1960 to 2000. The age of housing stock is an indicator of the potential for redevelopment of housing as older units are more likely to be replaced with new units. The age of housing units also provides insights into historic rates and periods of growth in the community.

Figure 17: Santa Maria, Santa Barbara County, and California Dwelling Unit Age Comparison (2018)



Source: Census American Community Survey (ACS), 2018.

Table 13: Age of Santa Maria, Santa Barbara County and California Dwelling Units (2018)

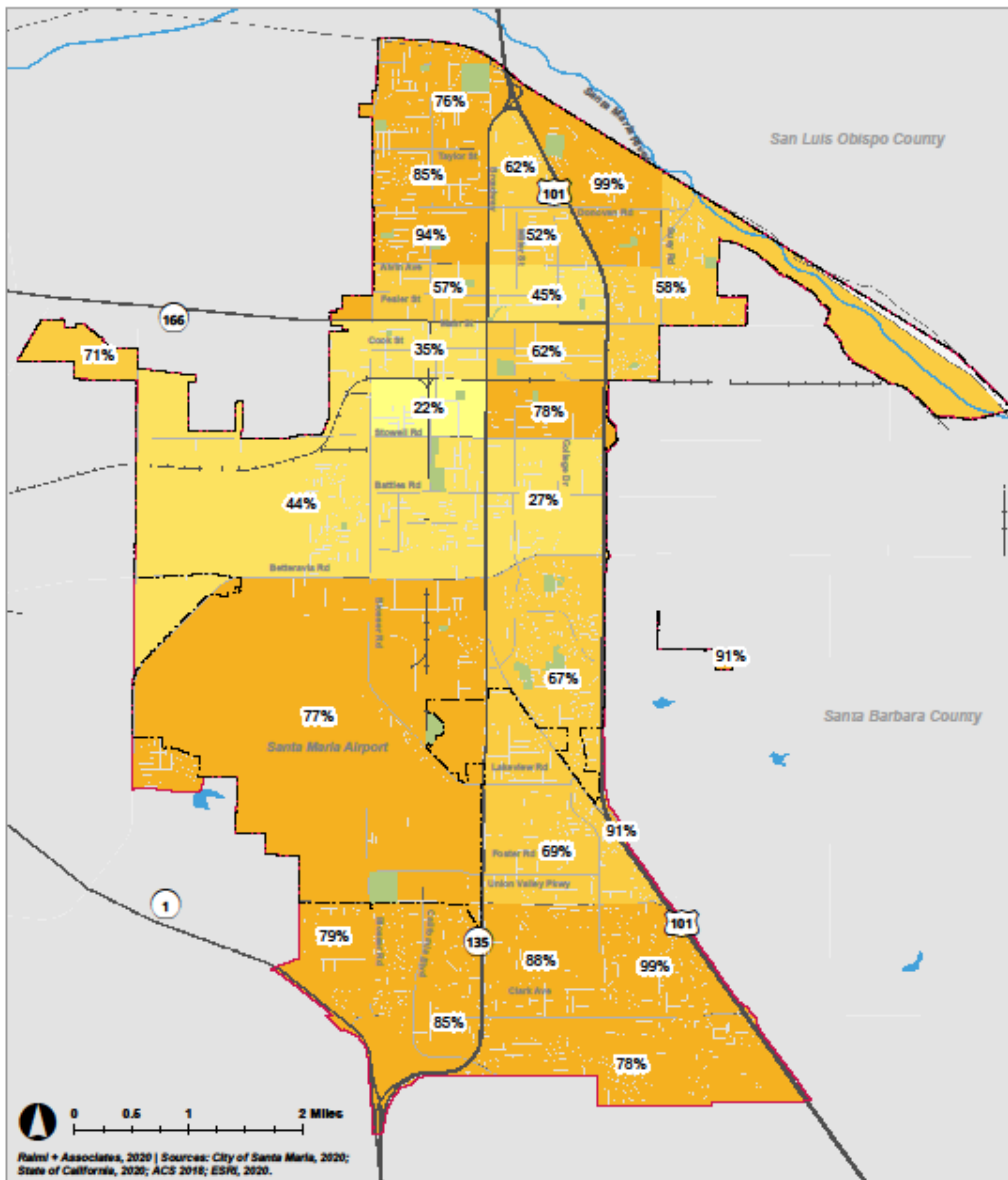
	City of Santa Maria		County of Santa Barbara		State of California		City to County Index	City to State Index
Built 1939 or earlier	862	3%	12,613	8%	1,299,679	9%	37%	32%
Built 1940 to 1949	717	2%	6,505	4%	849,660	6%	60%	41%
Built 1950 to 1959	2,806	10%	19,671	13%	1,900,467	13%	77%	72%
Built 1960 to 1969	4,932	17%	33,082	21%	1,892,586	13%	81%	127%
Built 1970 to 1979	5,039	17%	29,242	19%	2,488,636	18%	93%	99%
Built 1980 to 1989	4,922	17%	23,176	15%	2,135,838	15%	115%	113%
Built 1990 to 1999	4,065	14%	14,453	9%	1,536,758	11%	153%	129%
Built 2000 to 2009	4,586	16%	13,254	8%	1,598,759	11%	188%	140%
Built 2010 to 2013	369	1%	2,678	2%	230,279	2%	75%	78%
Built 2014 or later	500	2%	1,536	1%	152,162	1%	177%	161%
Total	28,798	100%	156,210	100%	14,084,824	100%	100%	100%

Source: Census American Community Survey (ACS), 2018.

Single Family Housing

As illustrated in Figure 18, Single-Family housing is concentrated in the outskirts of the city typically in the northern and southern parts of Santa Maria. High percentages of single-family housing can be an indicator of suburban sprawl.

Figure 18: Percent of Single-Family Housing in Santa Maria



0 0.5 1 2 Miles
 Rainl + Associates, 2020 | Sources: City of Santa Maria, 2020; State of California, 2020; ACS 2019; ESRI, 2020.



- Santa Maria City Limits
 - Sphere of Influence
 - Railroads
 - Parks
 - Water
 - County Boundaries
- | Percent Single-Family (Detached Only) | |
|---------------------------------------|------------------|
| | Less than 25% |
| | 26% - 50% |
| | 51% - 75% |
| | Greater than 75% |

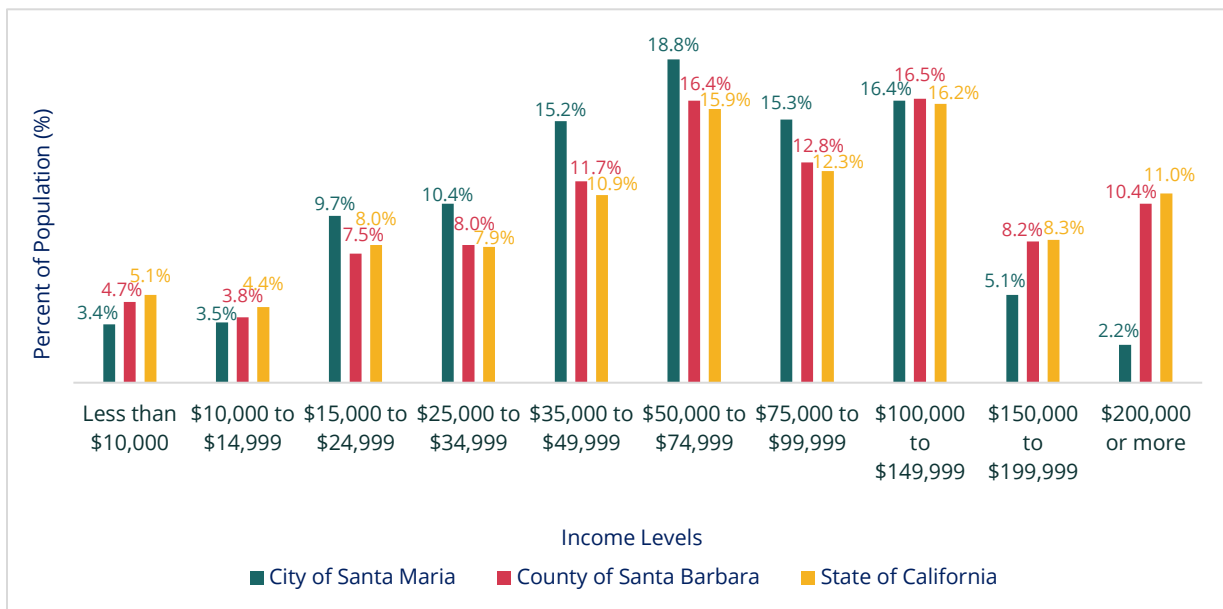
Income and Employment

This chapter illustrates population data as it relates to Santa Maria’s income and employment sectors. Categories include: Household Income, Income Disparity, Renters Experiencing Rent Burden, Industries and Occupations, and Sales and Use Tax Data. According to the information below, Santa Maria, in comparison to the rest of Santa Barbara County, has a lower median household income. Most Santa Maria renters earning less than \$75,000 are experiencing rent burden. A disproportionate share of Santa Maria residents work in farming/agricultural occupations.

Household Income

In 2018, the median household income in Santa Maria was \$59,000, compared with a median household income of \$71,000 in Santa Barbara County. According to Figure 19, in addition to a lower median household income, Santa Maria has a lower share of the highest-income households than Santa Barbara County, with 7% of Santa Maria households earning more than \$200,000 compared with 19% of Santa Barbara County households. Household income data are critical information used by retailers and other consumer services in guiding investment decisions.

Figure 19: Santa Maria, Santa Barbara County, and California Household Income Comparison (2018)



Source: Census American Community Survey (ACS), 2018.

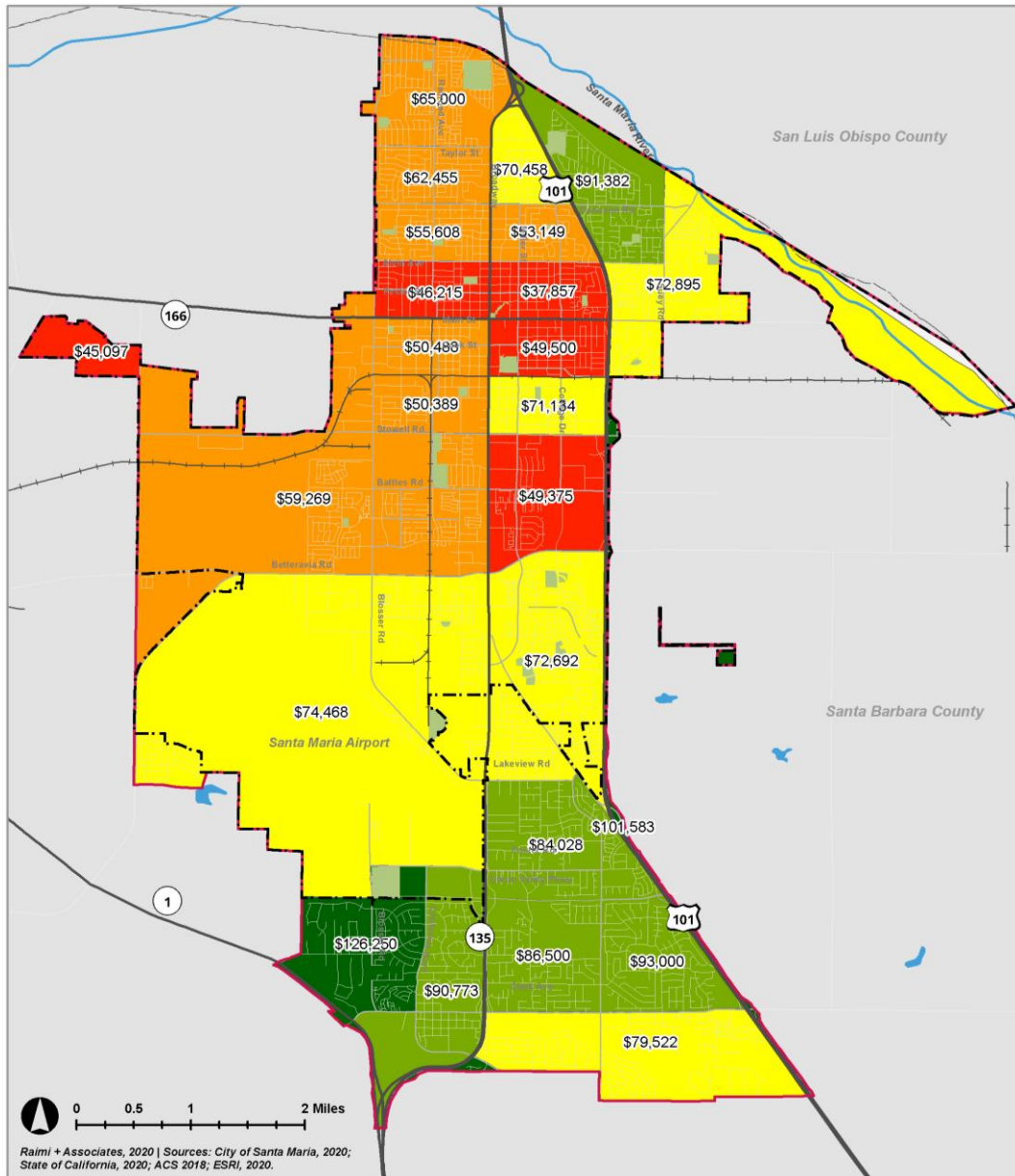
Table 14: Household Income for Santa Maria, Santa Barbara County, and California Residents (2018)

	City of Santa Maria		County of Santa Barbara		State of California		City to County Index	City to State Index
	Households	%	Households	%	Households	%		
Less than \$10,000	94	3.4%	4,929	4.7%	609,375	5.1%	72%	67%
\$10,000 to \$14,999	97	3.5%	5,074	3.8%	492,687	4.4%	92%	80%
\$15,000 to \$24,999	268	9.7%	14,061	7.5%	972,408	8%	129%	121%
\$25,000 to \$34,999	287	10.4%	15,076	8%	1,037,235	7.9%	130%	132%
\$35,000 to \$49,999	420	15.2%	22,034	11.7%	1,516,956	10.9%	130%	139%
\$50,000 to \$74,999	519	18.8%	27,253	16.4%	2,126,331	15.9%	115%	118%
\$75,000 to \$99,999	422	15.3%	22,179	12.8%	1,659,576	12.3%	120%	124%
\$100,000 to \$149,999	453	16.45%	23,774	16.5%	2,139,297	16.2%	99%	101%
\$150,000 to \$199,999	141	5.1%	7,393	8.2%	1,063,166	8.3%	62%	61%
\$200,000 or more	61	2.2%	3,189	10.4%	1,348,405	11%	21%	20%
Total Households	2,761	100%	144,962	100%	12,965,435	100%	100%	100%
Source: Census American Community Survey (ACS), 2018.								

Income Distribution

There is spatial variation in the distribution of income in Santa Maria. As shown on Figure 20, household income in Santa Maria varies significantly by census tract. In Santa Maria's highest-income census tract, annual median income in 2018 was \$91,382, whereas in Santa Maria's lowest-income census tract, annual median income in 2018 was \$37,857.

Figure 20: Santa Maria Household Income Comparison by Census Tract (2018)



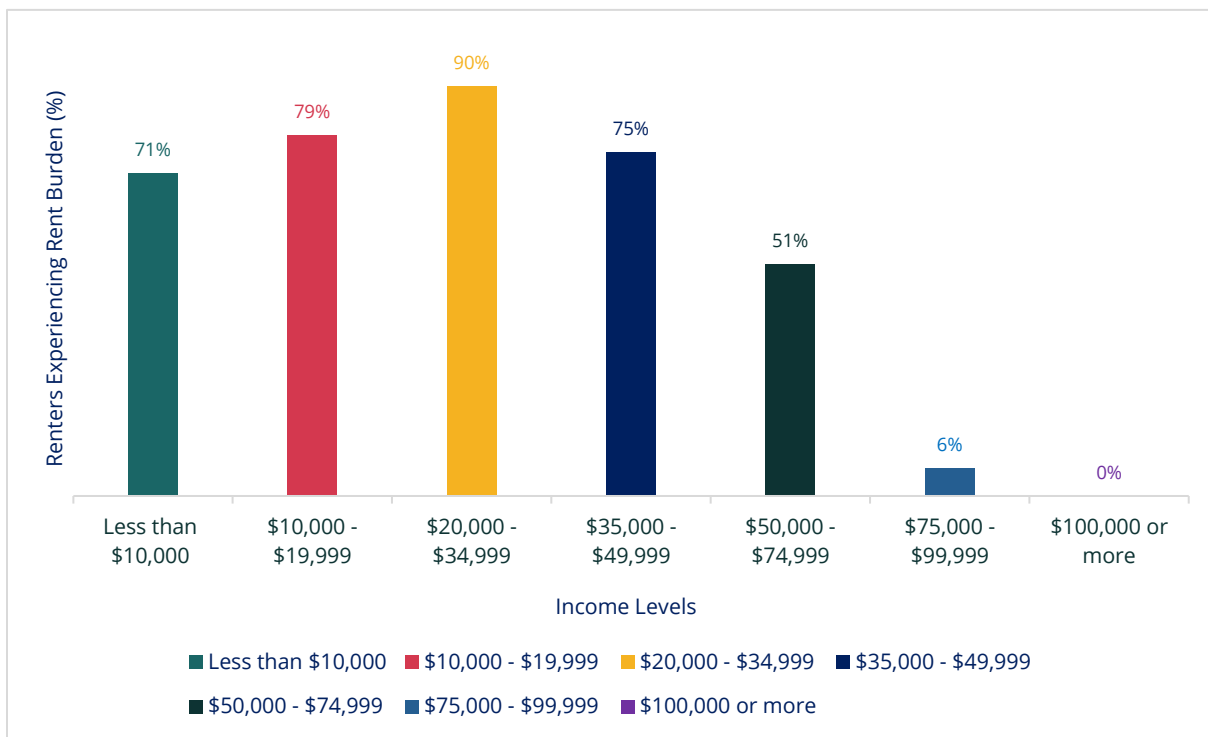
- Santa Maria City Limits
 - Sphere of Influence
 - Railroads
 - Parks
 - Water
 - County Boundaries
- | Annual Median Income | |
|----------------------|----------------------|
| ■ | Less than \$50,000 |
| ■ | \$50,001 - \$65,000 |
| ■ | \$65,001 - \$80,000 |
| ■ | \$80,001 - \$100,000 |
| ■ | \$100,001 + |

Rent Burden by Income Group

Rent burden is defined as spending more than 30% of household income on rent by the Department of Housing and Urban Development. As illustrated in Figure 21, more than 70% of Santa Maria renting households in income levels less than \$10,000, between \$10,000-\$19,999, between \$20,000-\$34,999, and between \$35,000-\$49,999 experience rent burden. Figure 21 illustrates how households with higher incomes are less likely to experience rent burden. For example, about 50% of renters in income levels between \$50,000-\$74,999 experience rent burden. The rent burden percentage drops to 6% in the next higher income bracket of \$75,000-\$99,999. Finally, approximately 0% of Santa Maria households who make \$100,000 or more experience rent burden.

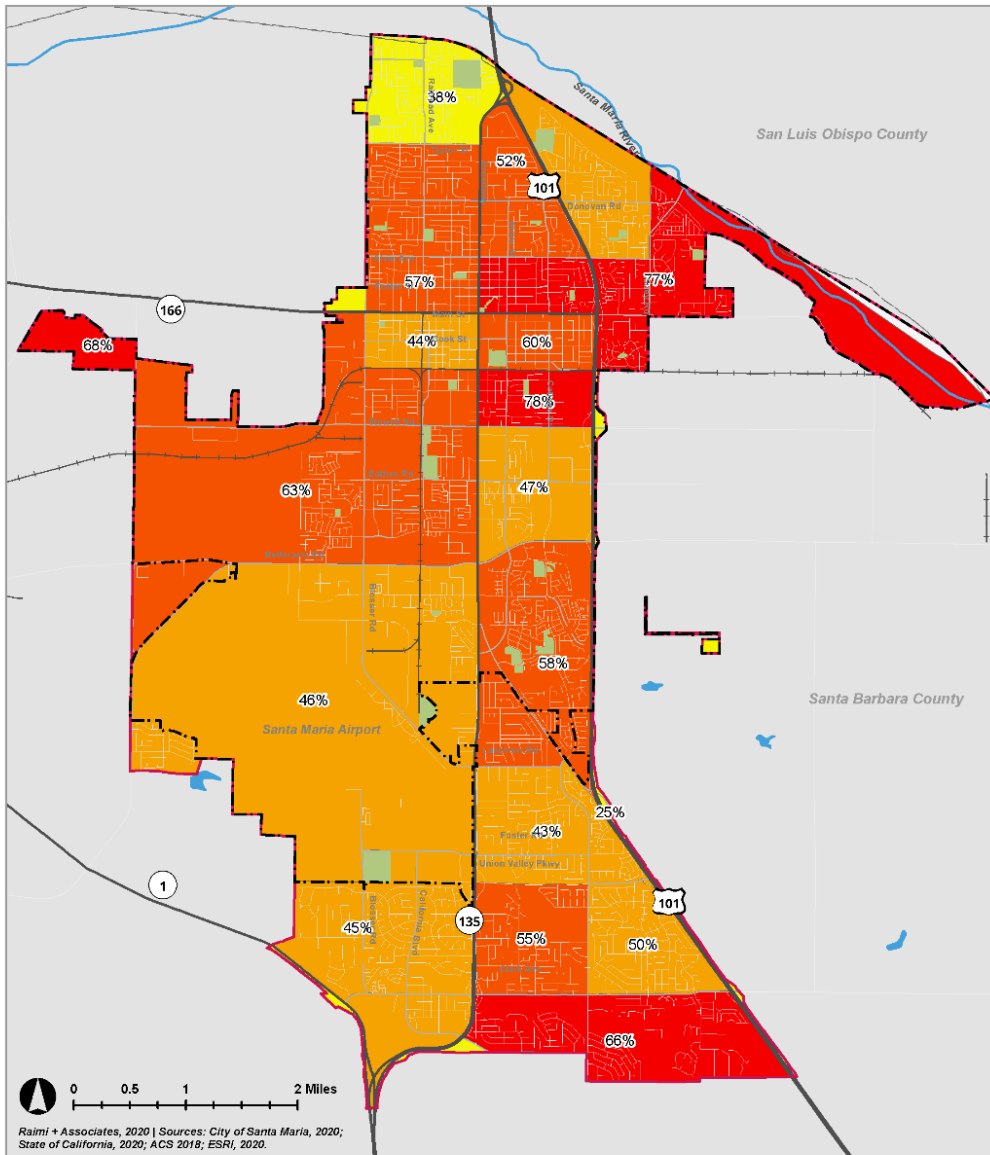
Figure 22 depicts the percentage of Santa Maria residents experiencing rent burden by census tract (2018). Higher concentrations of renters experiencing rent burden are located primarily in the center and northern parts of the city. However, there are pockets of renters experiencing rent burden throughout the city.

Figure 21: Percentage of Santa Maria Residents Experiencing Rent Burden (2018)



Source: Census American Community Survey (ACS), 2018.

Figure 22: Percentage of Santa Maria Residents Experiencing Rent Burden by Census Tract (2018)



0 0.5 1 2 Miles
 Raimi + Associates, 2020 | Sources: City of Santa Maria, 2020; State of California, 2020; ACS 2018; ESRI, 2020.

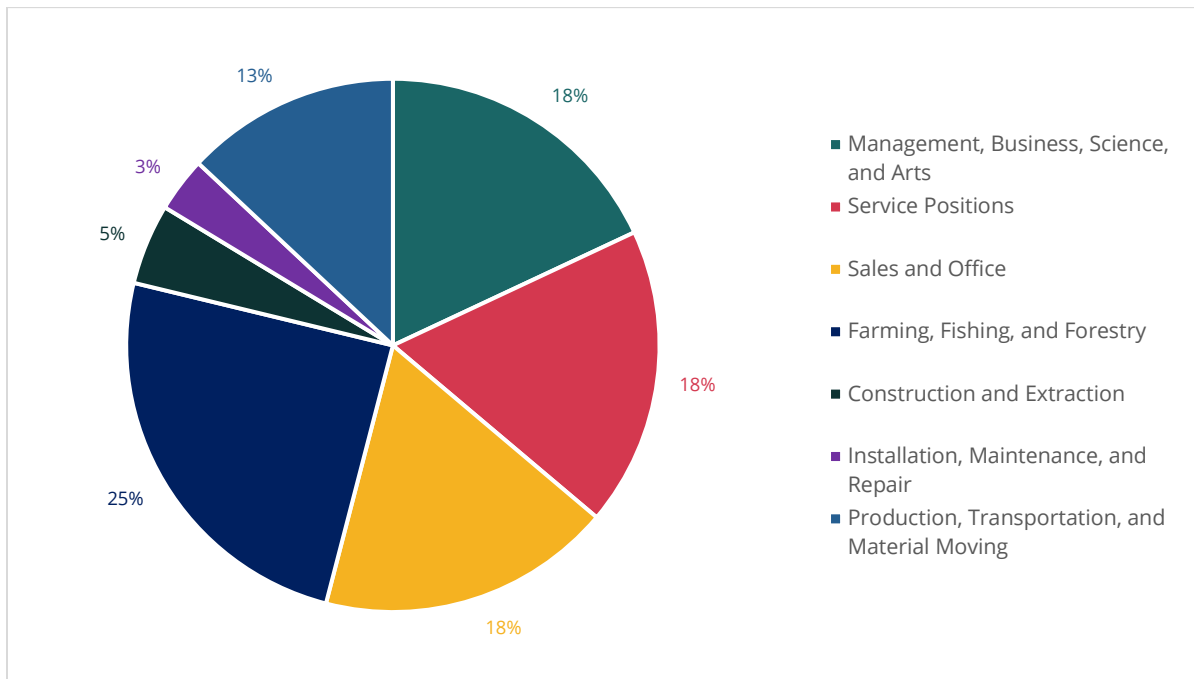


- Santa Maria City Limits
 - Sphere of influence
 - Railroads
 - Parks
 - Water
 - County Boundaries
- | Percent or Renters Experiencing Rent Burden |
|---|
| 25% - 40% |
| 41% - 50% |
| 51% - 65% |
| 66% - 85% |

Industries and Occupations

Industry trends illustrate a city or a region's ability to address where opportunities for expansion and change in the business or employment "mix" exist, considering other demographic and socio-economic data such as household growth, median income, and education levels. The US Census Bureau categorizes the Natural Resources, Construction, and Maintenance industry into three occupation types (Farming, Fishing, and Forestry; Construction and Exaction; and Installation, Maintenance, and Repair) as shown in Figure 23. Within the Farming, Fishing, and Forestry occupation category, farming/agriculture is the primary occupation for Santa Maria residents as approximately 25% of working of working age residents work in farming/agriculture. According to Figure 23, a combined 53% of Santa Maria residents work in Management, Business, Science, and Arts; Service Positions; and Sales and Office industries. Table 15 illustrates the full primary occupations and industries in Santa Maria.

Figure 23: Shares of Primary Industries and Occupations in Santa Maria (2018)



Source: Census American Community Survey (ACS), 2018.

Table 15: Industries and Occupations in Santa Maria (2018)

City of Santa Maria	Count	Percent
Management, Business, Science, and Arts	8,570	18%
Management, business, and financial occupations:	3,144	37%
Management occupations	1,874	22%
Business and financial operations occupations	1,270	15%
Computer, Engineering, and Science	1,330	16%
Computer and mathematical occupations	446	5%
Architecture and engineering occupations	694	8%
Life, physical, and social science occupations	190	2%
Education, Legal, Community Service, Arts, and Media	2,996	35%
Community and social service occupations	812	9%
Legal occupations	192	2%
Educational instruction, and library occupations	1,477	17%
Arts, design, entertainment, sports, and media occupations	515	6%
Healthcare practitioners and technologists	1,100	13%
Health diagnosing and treating practitioners and other technical occupations	615	7%
Health technologists and technicians	485	6%
Service Positions	8,616	18%
Healthcare support occupations	2,149	25%
Protective Service	572	7%
Firefighting and prevention, and other protective service workers including supervisors	202	2%
Law enforcement workers including supervisors	370	4%
Food preparation and serving related occupations	2,352	27%
Building and grounds cleaning and maintenance occupations	2,202	26%
Personal care and service occupations	1,341	16%
Sales and Office	8,198	17%
Sales and related occupations	4,098	50%
Office and administrative support occupations	4,100	50%
Natural resources, construction, and maintenance occupations	15,657	33%
Farming, fishing, and Forestry	11,756	75%
Construction and Extraction	2,325	15%
Installation, Maintenance, and Repair	1,576	10%
Production, Transportation, and Material Moving	6,189	13%
Production occupations	2,327	38%
Transportation occupations	1,586	26%
Material moving occupations	2,276	37%
Civilian employed population 16 years and over	47,230	100%
Source: Census American Community Survey (ACS), 2018.		

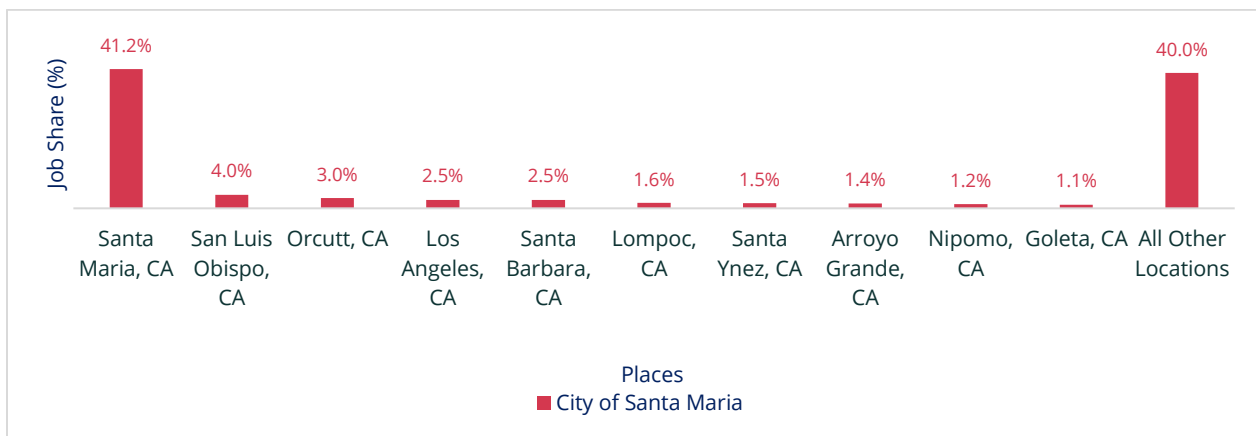
Commute Patterns (Inflow and Outflow)

Inflow and outflow data measure the relationship between where people work and where they live. A balanced jobs housing ratio can yield numerous benefits that lead to increased economic and social vibrancy, including reduced traffic, improved workplace efficiency, lower air pollution emissions, and a higher quality of life. Figure 24 and Figure 25 show that approximately 37% to 41% of Santa Maria residents live and work in Santa Maria. Figure 24 illustrates where Santa Maria workers live, including Nipomo, CA and Arroyo Grande, CA. Approximately 35% of Santa Maria workers live in areas that are not listed in Figure 24. According to Figure 24, about 11% of Santa Maria workers live in Orcutt. In addition, according to Figure 25, 40% of employed Santa Maria residents work in other unmeasured areas.

Figure 24: Place of Residence for Individuals Working in Santa Maria (2017)



Figure 25: Place of Employment for Santa Maria Residents (2017)

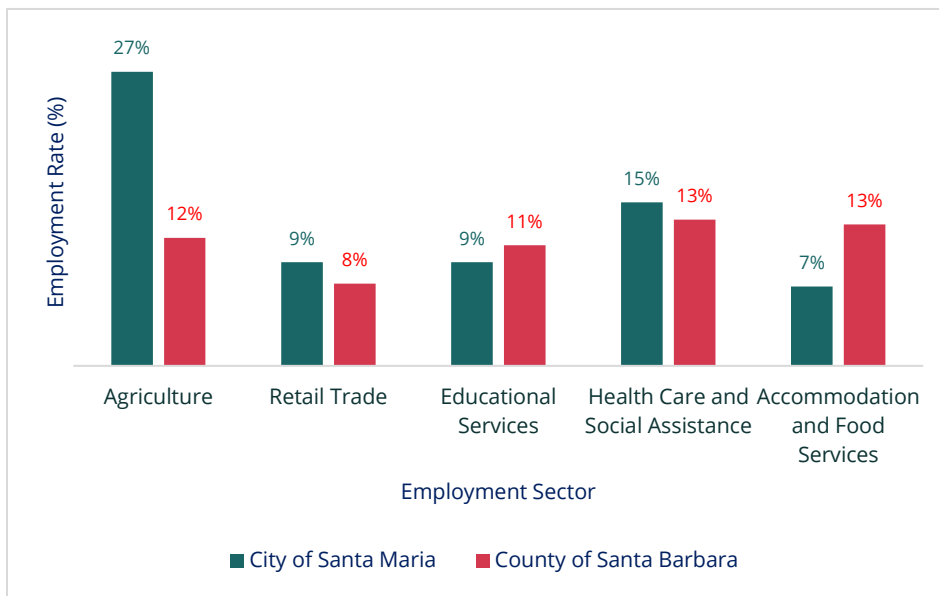


Source: U.S. Dept. of Commerce Longitudinal Employer Household Dynamics (LEHD), 2018.

Top 5 Employment Sectors and Major Employers

An assessment of major employers illustrates the type of businesses that have chosen to locate in Santa Maria and where opportunities for expansion or diversification might exist. As seen in Figure 26, Santa Maria has a highly disproportionate share of Agriculture jobs in relation to Santa Barbara County. According to the Bureau of Economic Analysis, a Location Quotient quantifies a region’s industrial specialization relative to a larger geographic area. A location quotient of 1.0 illustrates an equal concentration of an industry between the small and larger geographic area. In this case, Santa Maria’s Agriculture industry has a Location Quotient of 2.30 indicating a very high concentration of employment in this industry, in comparison to Santa Barbara County.

Figure 26: Top 5 Employment Sectors for Santa Maria Compared to Santa Barbara County (2018)



Source: Census American Community Survey (ACS), 2018.

Table 16: Top 5 Employment Sectors in Santa Maria and Santa Barbara County

	Employment Rate				Location Quotient
	City of Santa Maria		County of Santa Barbara		
Agriculture	27%	11,863	12%	21,640	2.30
Retail Trade	9%	4,178	8%	13,909	1.26
Educational Services	9%	4,180	11%	20,388	0.86
Health Care and Social Assistance	15%	6,595	13%	24,704	1.12
Accommodation and Food Services	7%	3,200	13%	23,924	0.56

Source: Census American Community Survey (ACS), 2018.

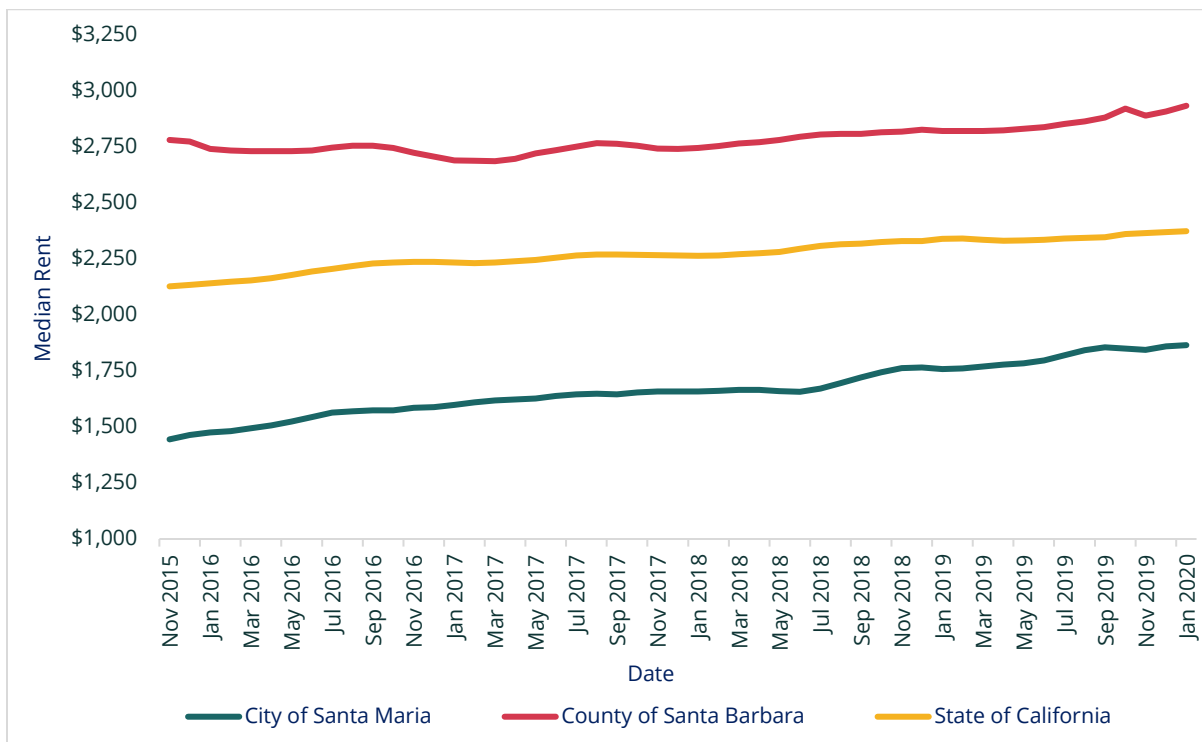
Market Conditions

This chapter illustrates the market conditions in Santa Maria. Categories include: Median Rent for two bedroom apartments (2BDR), Median Sales value for Single Family (SFR), Commercial Rents, and Commercial Sales. According to the information below, the Santa Maria market is seeing similar slight upward trends in Median rents in 2BDR Apartments and for Sale SFR Homes to California.

Median Rent 2BDR

According to Figure 27, the median rent for a 2-bedroom apartment from Santa Maria, Santa Barbara County, and California have been steadily increasing since November 2015. Rent in Santa Maria has increased from approximately \$1,500 to a little more than \$1,750. Rent in Santa Barbara County and California ranges from about \$2,700 to about \$2,900 and \$2,100 to \$2,300, respectively. Rent in Santa Barbara County is significantly more expensive than Santa Maria and California. Rent for a 2-bedroom apartment in Santa Barbara County is about \$1,100 to \$1,200 more expensive than in Santa Maria.

Figure 27: Santa Maria, Santa Barbara County, and California Median Rent Comparison of 2-Bedroom Apartments (Nov. 2015-Jan. 2020)

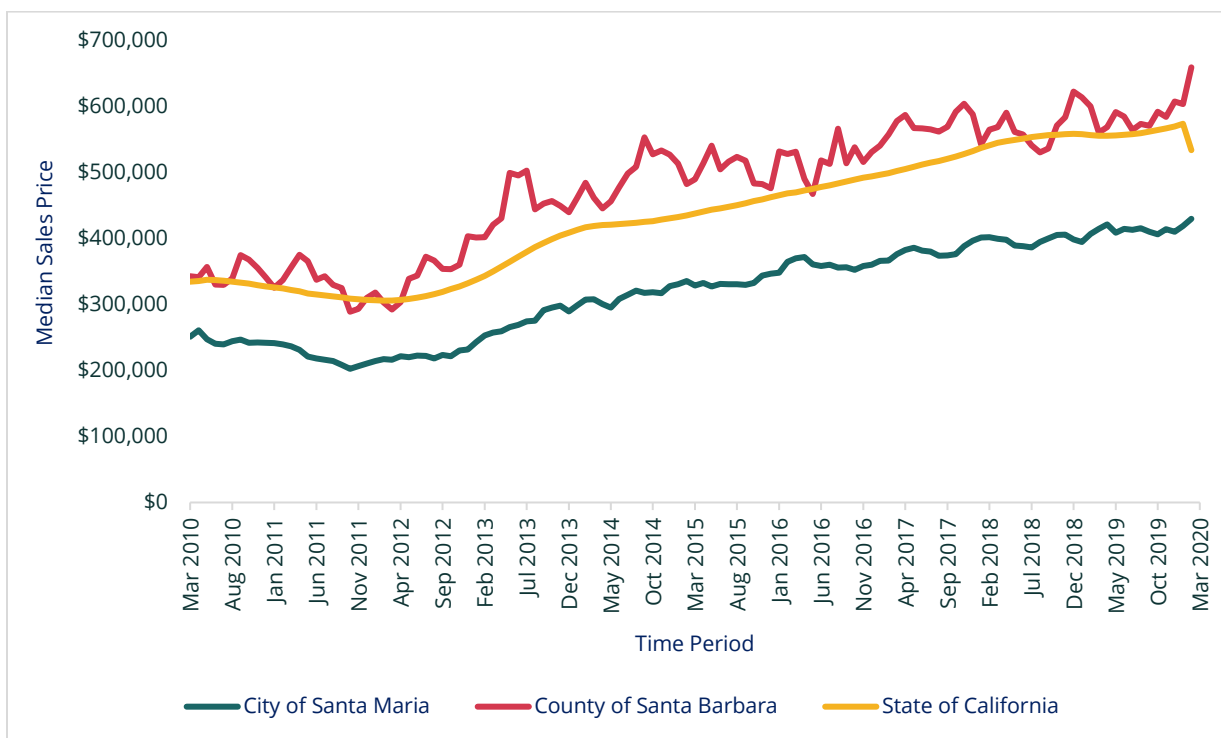


Source: Zillow, 2015-2020.

Median Sales SFR Homes

Per Figure 28, the median sales prices for a single-family residential home has largely increased in Santa Maria, Santa Barbara County, and California. Santa Maria and California shared a similar trend where there was a subtle drop and then rise in price from approximately August 2010 to December 2013. Santa Barbara County had a substantial overall price increase of about 190% from 2010 to 2020. During that time, the median sales price of a single-family residential home in Santa Maria has increased from approximately \$250,000 to about \$400,000. In January 2020, California and Santa Barbara County median sales prices were about \$600,000.

Figure 28: Santa Maria, Santa Barbara County, and California Median Sales Comparison of a Single-Family Residential Home (Mar. 2010- Mar. 2020)



Source: Zillow, 2010-2020.

Commercial Real Estate Rents

According to LoopNet (see Tables 17-19), rent for retail and office uses in Santa Maria are relatively similar in terms of average costs. The average cost per square foot for retail and office uses is \$17.59 and \$17.83, respectively. Industrial uses are measured by square foot per year at an average cost of \$10.24. Most retail available to rent was built before 2000. For office space, the newest building was built in 2018 and the oldest building built in 1937.

Table 17: For Rent – Retail Use Buildings

Address	Size (SF)	Year Built (if listed)	Price Per Sq. ft.	Average Cost per Sq. ft.
Retail				\$17.59
2104 - 2364 S Bradley Rd. (Crossroads at SM)	4,200	1,998	Negotiable	
1517 Stowell Center Plz. (Office/Retail)	1,250	1,978	\$15.00	
942 W Main St.	2,300	1,950	\$13.20	
230 - 238 E Betteravia Rd.	8,400	1,982	\$24.00	
1818 - 1876 N Broadway	900	1,996	\$22.80	
1760 - 1764 S Broadway	7,260	1,999	\$15.00	
4869 S Bradley Rd.	2,980	1,981	\$17.40	
722 E Main St.	1,727	1,972	\$16.20	
209 - 345 Town Ctr W.	5,250	1,988	\$15.60	
1321 - 1335 S Bradley Rd.	14,799	N/A	\$4.04	
1818 - 1876 N Broadway.	1,350	1,996	\$24.00	
2345 S Broadway. (Office/Retail)	1658	N/A	\$16.20	

Source: LoopNet, 2020.

Table 18: For Rent - Industrial Use Buildings

Address	Size (SF)	Year Built (if listed)	Price Per Sq. ft.	Average Cost per Sq. ft.
Industrial	Price/SF/YR			\$10.24
2309 A St., Bldg 11	5,992	2007	\$10.20	
406 W Betteravia Rd	5,500	1986	\$10.20	
1367 Fairway Dr	12,500	2015	\$10.20	
2101 Sinton Rd	16,000	2019	\$18.00	
1235 W Mccoy Ln	14,500	2002	\$7.80	
2369 A St., Bldg 26	4,228	2008	\$9.60	
850 - 900 E Stowell Rd.	34,000	1960	\$9.00	
2310 A St.	8,000	2005	\$15.00	
302B W Betteravia Rd	10,500	1976	\$9.60	
317 N Depot St.	14,000	1960	\$8.40	
316 - 322 W Betteravia Rd	4,700	1976	\$9.48	
2320 Thompson Way	4,800	1987	\$7.80	
2330 A St.	6,698	2006	\$7.80	

Source: LoopNet, 2020.

Table 19: For Rent – Office Use Buildings

Address	Size (SF)	Year Built (if listed)	Price Per Sq. ft.	Average Cost per Sq. ft.
Office				\$17.83
716 E Chapel St	1,200	1950	\$13.20	
426 Barcellus Ave	2,121	1985	\$18.00	
117 E Fesler St	739	1937	\$16.20	
1441 W McCoy Ln.	2,450	2000	\$16.20	
2450 Professional Pkwy.	1,000	1985	\$18.00	
625 S McClelland St.	2,403	1975	\$11.40	
1105 Foster Rd.	1,030	1985	\$19.80	
210 S Palisade Dr., Bldg A	1,742	1981	\$19.80	
2771 Santa Maria Way	1,890	1970	\$13.92	
821 E Chapel St. (Office/Medical)	1,306	1950	\$18.00	
2520 Skyway Dr.	2,500	1988	\$17.40	
1401 E Main St. (Office/Medical)	5,000	2000	\$27.00	
503 S McClelland St.	1,333	1955	\$16.20	
1430 E Main St.	1,096	2018	\$21.00	
1010 S. Broadway	757	1987	\$18.00	
1467 W Fairway Dr., Lot 21 & 22	11,046	2008	\$15.00	
204 - 210 E Eos Dr.	1,922	2000	\$27.00	
725 S Broadway	2,047	1950	\$21.00	
218 - 222 W Carmen Ln.	1,350	1982	\$15.00	
2601 Skyway Dr.	1,883	2004	\$15.60	
2236 S Broadway	1,663	2000	\$21.00	
2370 Skyway Dr.	1,950	2007	\$15.00	
730 E Chael St. (Office/Medical)	1,750	1960	\$15.00	
201 S Miller St.	2,440	1988	\$19.20	
Source: LoopNet, 2020.				

Commercial Real Estate Sales

According to LoopNet (see Tables 20-23), the average sale cost of land is approximately \$750,480 per acre. Office and industrial uses share relatively similar average costs per square foot at \$202-205. However, retail buildings are less expensive compared to office and industrial at approximately \$185 per square foot. Office and retail uses for sale in Santa Maria are older buildings; the newest available to rent office or retail use buildings are from 1987 and 1988, respectively.

Table 20: For Sale - Land

Address	Size (AC or SF)	Year Build (if listed)	Price Per Sq. ft. (or Acre)	Average Cost per Sq. ft. (Or Acre)
LAND	(AC)			\$750,482
W Betteravia Rd. & E St.	8	N/A	\$351,190	
W Betteravia Rd. & E St.	5	N/A	\$327,451	
1501 La Brea Ave.	6	N/A	\$424,757	
Brookside Dr.	5	N/A	\$217,391	
4395 S Blosser Rd.	7	N/A	\$254,058	
Long Canyon Rd.	10	N/A	\$40,000	
116 W Enos Dr.	0	N/A	\$1,706,897	
Pine Canyon Rd.	120	N/A	\$3,292	
708 S Depot St.	1	N/A	\$692,982	
1115 S Broadway	0	N/A	\$3,485,714	
S. Blosser @ Pershing Street	2	N/A	\$1,090,164	
5175 S Bradley Rd.	6.93	N/A	\$173,160	
1000 E Betteravia Rd.	1	N/A	\$959,287	
2841 Airpark Dr.	3	N/A	\$375,427	
502-524 Barcellus.	2	N/A	\$1,155,462	
Source: LoopNet, 2020.				

Table 21: For Sale – Retail Use Buildings

Address	Size (AC or SF)	Year Build (if listed)	Price Per Sq. ft. (or Acre)	Average Cost per Sq. ft. (Or Acre)
Retail	(SF)			\$185.13
411 S Blosser Rd.	8,400	1959	\$158	
1975 S Broadway	10,970	1988	\$237	
115 W Chapel St	5,074	1929	\$187	
1911 - 1921 N Broadway	35,000	1976	\$197	
1116 W Main St.	3,000	1975	\$250	
211 W Betteravia Rd (Bush's Automotive)	4,000	1970	\$204	
204 N Blosser Rd	28,800	1950	\$111	
611 - 613 E Main St.	4,000	1967	\$138	
Source: LoopNet, 2020.				

Table 22: For Sale – Industrial Buildings

Address	Size (SF)	Year Built (if listed)	Price Per Sq. ft.	Average Cost per Sq. ft.
Industrial	(SF)			\$202.60
2616 Skyway Dr.	9,583	2002	\$14.5	
2361 and 2365 A St.	7,097	2008	\$17.6	
317 N Depot St.	19500	1960	\$10.0	
2318 Skyway Dr. (Flex Building)	5,954	1992	\$28.6	
1116 W Main St.	3,000	1975	\$25.0	
1811 W Betteravia Rd.	23,000	N/A	\$25.9	
<i>Source: LoopNet, 2020.</i>				

Table 23: For Sale – Office Buildings

Address	Size (SF)	Year Built (if listed)	Price Per Sq. ft.	Average Cost per Sq. ft.
Office	(SF)			\$205.11
301 S Miller St.	17,500	1978	\$148	
224 S Stratford Ave	3,800	1979	\$262	
325 - 327 E Plaza Dr.	12,400	1980	\$145	
1010 S Broadway	10,590	1987	\$189	
821 E Chapel St.	1,306	N/A	\$257	
511 E Main St. (Gresser Bldg)	4,650	1981	\$190	
1016 - 1020 E Main St.	3,817	1940	\$215	
821 E Chapel St.	1,800	N/A	\$236	
<i>Source: LoopNet, 2020.</i>				

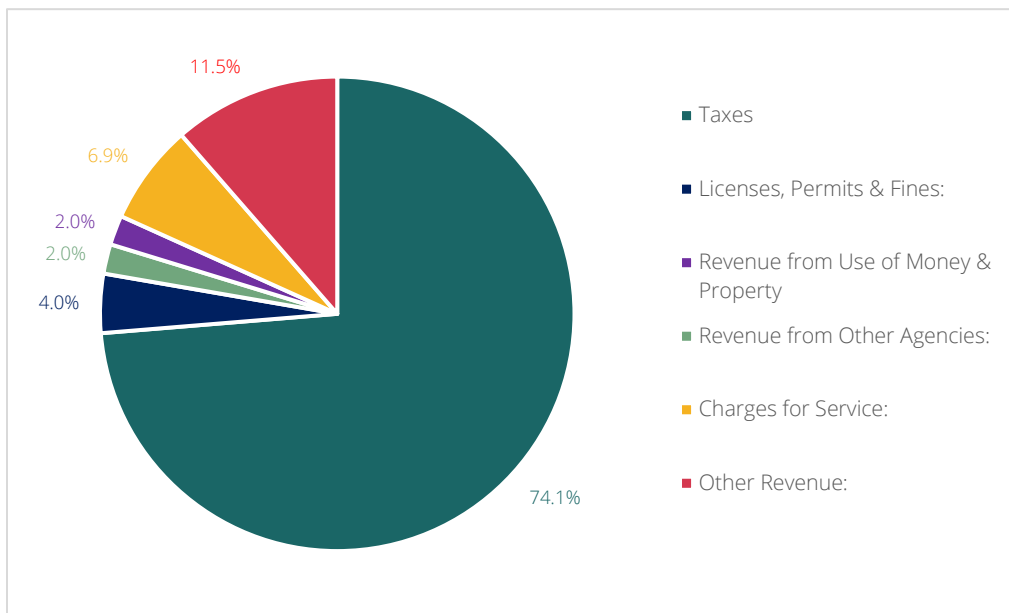
City Revenue

General Fund Revenues

As shown in Figure 29 and Table 24, the City generates revenue for the General Fund from different sources such as Taxes, Licenses, Permits & Fines, Charges for Service and other financial streams. Santa Maria primarily relies on taxes (74.1%), specifically Sales & Use taxes (31%) and Secured Taxes (16%), to generate revenue for the general fund. Sales & Use taxes are explored more in-depth in the next section. Secured taxes are property taxes that are tied to real property such as land and buildings.

Measure U is a use and transaction tax that is a subset of the General Fund. Measure U maintains and enhances the public safety, youth services, and quality of life for Santa Maria residents. According to Table 24, between 2019-2020, Measure U is estimated to have generated \$17.6 million for the City. Understanding the revenue streams of the General Fund gives insight into how Santa Maria operates and the largest financial generators of the City.

Figure 29: General Fund Estimated Revenue Streams (2019-2020)



Notes:

1. This figure does not include Measure U.

Source: Santa Maria Adopted Budget, 2020-2022.

Table 24: General Fund Revenues for Santa Maria

	Year-End Estimated 2019-20	Percent	Percent of total Sub-Total General Revenues
Taxes			74.1%
Secured	11,299,554	22.1%	
Unsecured	423,792	0.8%	
Property Tax In Lieu of VLF	9,278,869	18.1%	
Sales & Use	21,456,900	41.9%	
Sales & Use - Safety Franchises	272,778	0.5%	
Franchises	5,029,717	9.8%	
Transient Occupancy	2,483,615	4.9%	
Business License	648,875	1.3%	
Property Transfer	296,195	0.6%	
Total Taxes	51,190,295	100.0%	
Licenses, Permits & Fines:			4.0%
Construction Permits	2,526,266	90.4%	
Taxi & Mobile Home Fees	105,528	3.8%	
Criminal Fines & Penalties	164,185	5.9%	
Total Licenses, Permits & Fines	2,795,979	100.0%	
Revenue from Use of Money & Property			2.0%
Interest Earned	827,371	59.1%	
Rental Income	572,603	40.9%	
Total Revenue from Use of Money & Property	1,399,974	100.0%	
Revenue from Other Agencies:			2.0%
Motor Vehicle License Fees	84,967	8.6%	
Homeowners' Tax Relief	51,015	5.2%	
Property Tax In Lieu	102,136	10.3%	
Mandated Costs	49,680	5.0%	
P.O.S.T.	50,000	5.1%	
Other Subventions	650,380	65.8%	
Total Revenue from Other Agencies	988,178	100.0%	
Charges for Service:			6.9%
Recreation Programs	180,178	3.8%	
Recreation Income	283,306	6.0%	
Aquatics	225,569	4.7%	
Zoning & Subdivision Fees	153,457	3.2%	
Law Enforcement	587,746	12.4%	
Fire Services	1,451,696	30.6%	
Engineering Reimbursements	241,534	5.1%	
Comm/Dev. Reimbursements	84,000	1.8%	
Weed Abatement	2,582	0.1%	
Services Rendered Other Agencies	225	0.0%	
Engr. Plan Check & Inspections	389,190	8.2%	
Impacted Soils	1,150,000	24.2%	
Total Charges for Service	4,749,483	100.0%	
Other Revenue:			11.5%
Prior Year & Damage Recovery	34,275	0.4%	
Sale of Property - Real	4,982	0.1%	
Sale of Maps, Plans & Others	78,133	1.0%	
Other Miscellaneous Revenue	214,055	2.7%	
Operating Transfers In	5,187,116	65.5%	
Cost Allocation Transfers	2,406,651	30.4%	
Total Other Revenue	7,925,212	100.0%	
Sub-Total General Revenues	69,049,121	79.7%	
Measure U			100.0%
Measure U Transaction & Use Tax	17,619,423	100.0%	
Sub-Total Measure U Revenues	17,619,432	20.3%	
Total General Fund Revenues	86,668,553	100.0%	

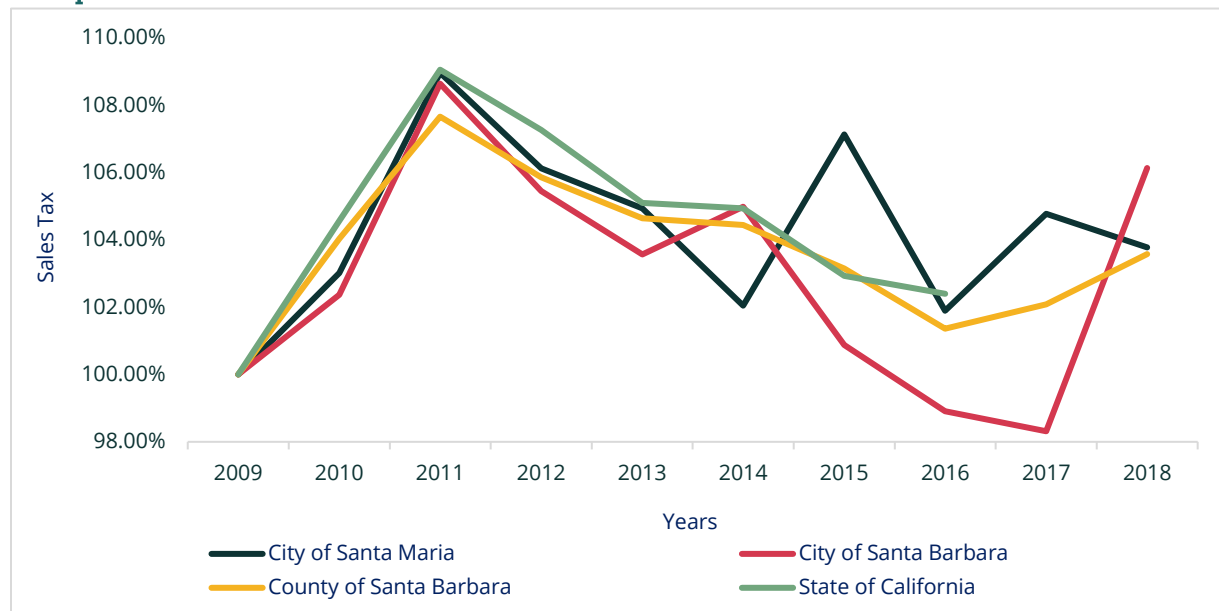
Source: Santa Maria Adopted Budget, 2020-2022

Santa Maria Sales and Use Tax

Figure 30 compares the overall sales tax trends of Santa Maria, Santa Barbara, County of Santa Barbara, and California. All regions from 2009-2011 had a general increase of Sales Tax revenue generation to 108%. Afterwards, trends for the different regions fluctuated. Santa Barbara sales tax generation decreased from 2016 to 2017 but ultimately jumped back to 106%. Overall, sales tax for these regions except Santa Barbara County have increased each year by about 1 to 3%.

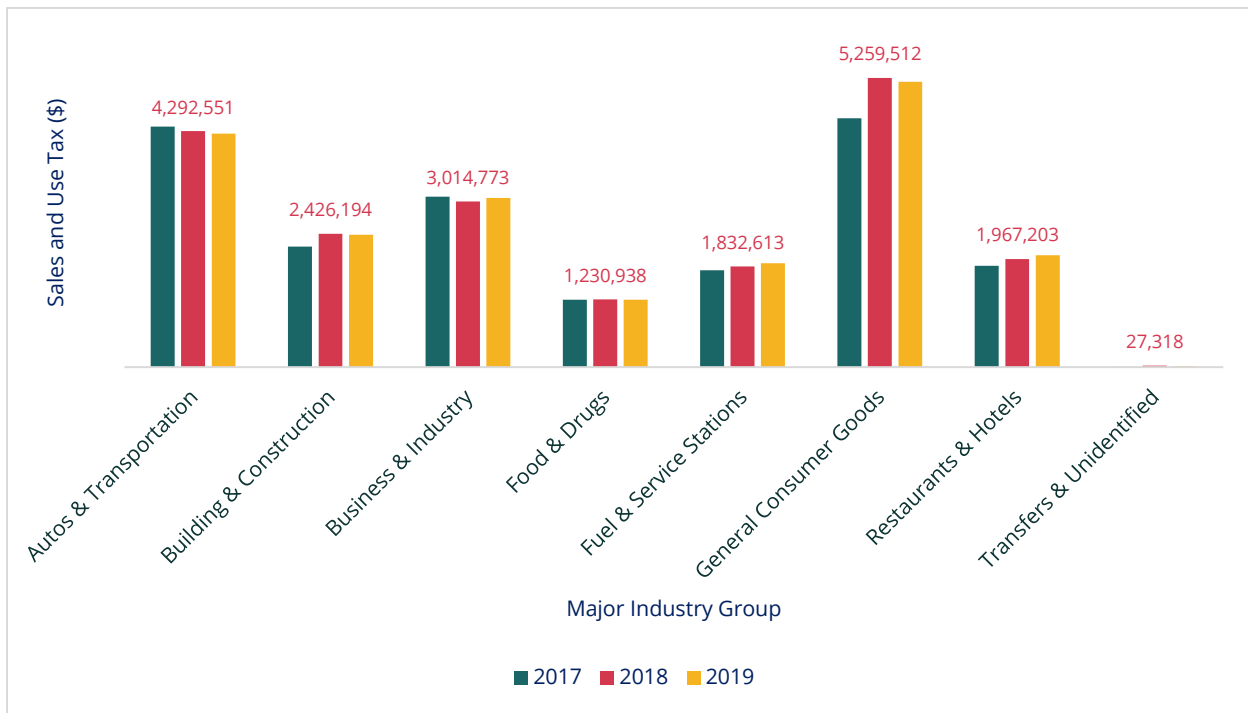
Per Figure 31 and Table 25, Santa Maria generated the most Sales and Use tax from General Consumer Goods and Auto and Transportation businesses. Santa Maria received the least amount of tax dollars from Transfers and Unidentifiable sources. From 2017-2019, Santa Maria had stable Sales and Use tax funding from the major industry groups. An exception is the increase tax generated funding from the General Consumer Goods industry from 2017 to 2018.

Figure 30: Santa Maria, Santa Barbara, Santa Barbara County, and California Sales Tax Trend Comparison



Source: California Department of Tax and Fee Administration, 2009-2018.

Figure 31: City Wide Sales Tax Comparison by Major Industry Group (2017-2019)



Notes:

1. Labels only reflect data from 2018.

Source: HdL Companies, 2017-2019.

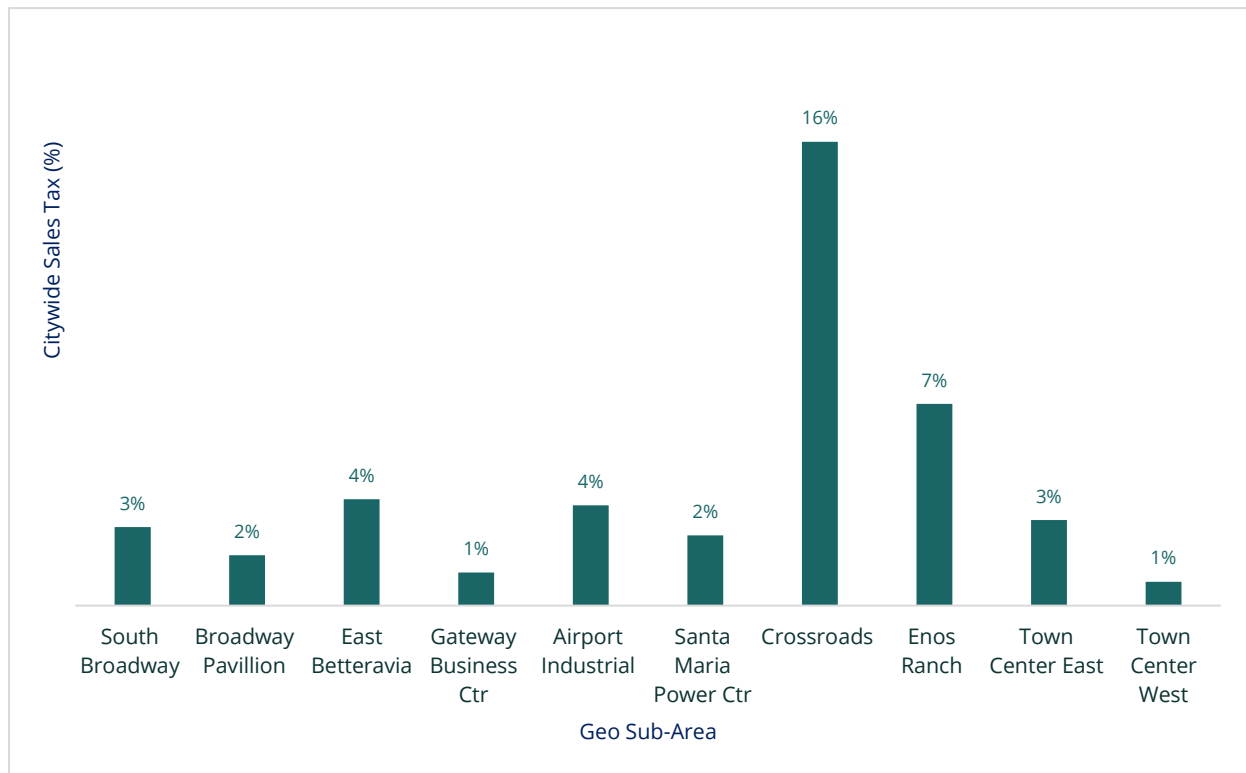
Table 25: City Wide Sales Tax Information by Major Industry

Rolled Up (Non-Confidential)	Count	2017	2018	2019	Average
Auto & Transportation	303	4,375,488	4,292,551	4,245,989	4,304,676
Building & Construction	106	2,193,427	2,426,194	2,408,746	2,342,789
Business & Industry	704	3,098,508	3,014,773	3,076,904	3,063,395
Food & Drugs	128	1,224,623	1,230,938	1,227,179	1,227,580
Fuel & Service Stations	42	1,762,954	1,832,613	1,891,805	1,829,124
General Consumer Goods	967	4,524,087	5,259,512	5,191,866	4,991,822
Restaurants & Hotels	312	1,845,130	1,967,203	2,034,481	1,948,938
Transfers & Unidentified	44	507	27,318	14,423	14,083
Total	2,606	19,024,724	20,051,102	20,091,393	19,722,406

Source: HdL Companies, 2017-2019.

Geo Sub-Areas are specific retail areas within Santa Maria and make up 43% of the Sales and Uses Taxes for the City. Geo Sub-Area data are not mutually exclusive from each other. According to Figure 32, on average and of the 43% Sales and Uses taxes generated by the Geo Sub-Areas, Santa Maria receives the most retail Sales and Use Taxes from the Crossroads Center at 16%. Enos Ranch (opened in late 2017) is the next sub-area to bring in the most retail Sales and Uses tax. Both Crossroads and Enos Ranch have delivered approximately \$5 million in retail Sales and Uses tax to Santa Maria. The Gateway Business Center brings in the least amount of retail Sales and Uses Tax at an average of 1.2%, or approximately \$230,000. The rest of the sub-areas (not-including Crossroads and Enos ranch) average a range from 1-4% in retail Sales and Uses tax for the City. Beyond understanding where retail sales are occurring in Santa Maria, these data provide insight into categories of retail sales that are present in Santa Maria and the extent to which the city serves as a retail center for Northern Santa Barbra County.

Figure 32: Retail Sales and Use Tax by Geo Sub-Area (2017-2019)



Notes:

1. Geo Sub-Areas are specific retail areas within the City and only make up 43% of its Total Sales and Use Tax

Table 26: Santa Maria Sales and Use Tax by Geo-Sub Area (2017-2019)

	City of Santa Maria				Average	Percent Citywide Sales Tax
	2017	2018	2019			
South Broadway						
Retail	169,261	184,127	175,402	176,263	2.80%	
Restaurants	25,529	26,869	26,540	26,313		
All other businesses	351,283	346,745	332,009	343,346		
Total	546,073	557,741	533,951	545,922		
Broadway Pavilion						
Retail	210,541	212,773	209,769	211,028	1.80%	
Restaurants	48,422	46,169	45,543	46,711		
All other businesses	97,950	90,816	85,463	91,410		
Total	356,913	349,758	340,775	349,149		
East Betteravia						
Retail	575,804	583,208	592,355	583,789	3.70%	
Restaurants	155,715	148,726	142,746	149,062		
All other businesses	4,227	6,443	5,558	5,409		
Total	735,746	738,377	740,659	738,261		
Gateway Business Ctr						
Retail	4,398	2,849	1,615	2,954	1.20%	
Building and Construction	21,100	20,473	21,062	20,878		
All other businesses	192,760	204,512	217,300	204,857		
Total	218,258	227,834	239,977	228,690		
Airport Industrial						
Retail	4,398	2,849	1,615	2,954	3.50%	
Building and Construction	249,405	272,622	229,375	250,467		
Automotive	25,133	62,727	36,166	41,342		
Restaurants/Hotels	61,132	61,977	68,987	64,032		
Industrial	313,897	322,679	377,475	338,017		
Total	653,965	722,854	713,618	696,812		
Santa Maria Power Ctr						
Retail	153,581	129,609	86,037	123,076	2.50%	
Quick Service Dining	102,982	104,804	108,380	105,389		
Casual Dining	165,593	160,489	148,501	158,194		
All other businesses [1]	100,377	100,857	98,315	99,850		
Total	522,533	495,759	441,233	486,508		
Crossroads						
Retail	1,124,793	1,255,296	1,242,822	1,207,637	16.30%	
Restaurants	61,164	123,283	144,401	109,616		
All other businesses	1,972,029	1,849,375	1,886,674	1,902,693		
Total	3,157,986	3,227,954	3,273,897	3,219,946		
Enos Ranch						
Restaurants	n/a	133,972	209,557	171,765	7.10%	
All other businesses	n/a	1,870,483	1,985,865	1,928,174		
Total	-	2,004,455	2,195,422	1,399,959		
Town Center East						
Retail	559,860	520,988	469,277	516,708	3.0%	
Restaurants	80,188	76,161	73,657	76,669		
Total	640,048	597,149	542,934	593,377		
Town Center West						
Retail	140,724	124,338	118,599	127,887	0.83%	
Restaurants	34,103	37,313	40,074	37,163		
Total	174,827	161,651	158,673	165,050		
City Wide Total	19,024,724	20,051,102	20,091,393	19,722,406		

Sources: HdL Companies, 2017-2019.