



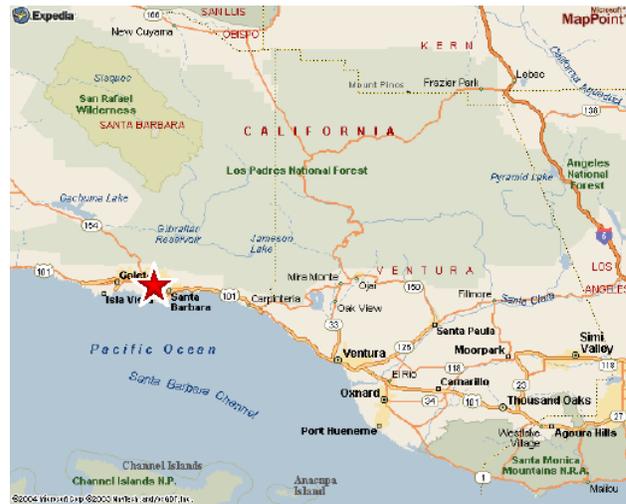
SANTA BARBARA FAIR & EXPO

RP #: 61
 Address: Santa Barbara Fair & Expo
 3400 Calle Real
 Santa Barbara, CA 93105
 Santa Barbara County
 Agency: 19th District Agricultural
 Association
 Parcel Size: 34 acres

This property is situated fronting the Ventura (101) Freeway at the Las Positas Road off ramp in Central Santa Barbara. Its facilities include an exhibit building, main hall, arena, stables, equestrian area, garden, parking and off-track betting center. The highest and best use is likely mixed use with hotel, convention center and condominiums or apartments, single-family residences, and office buildings. This fairground is in addition to the County fair located in Santa Maria.

The Santa Barbara Fair and Expo and Ventura County fair are located on the coast approximately 27 miles apart.

It is recommended that consolidation of these facilities be explored and that if viable one of the properties sold. Another second alternative is to



prepare a master land use plan for the site to determine if the fair operation can be reconfigured to free up a portion of the sites for redevelopment.

With absolute minimal land opportunities in Santa Barbara, this site would see a high level of interest and demand.

ESTIMATED VALUE

UNENTITLED PROPERTY		ENTITLED PROPERTY	
Price Per Square Foot:	\$20	Price Per Square Foot:	\$30
Price Per Acre:	\$870,000	Price Per Acre:	\$1,300,000
Total Value:	\$30,000,000	Total Value:	\$45,000,000