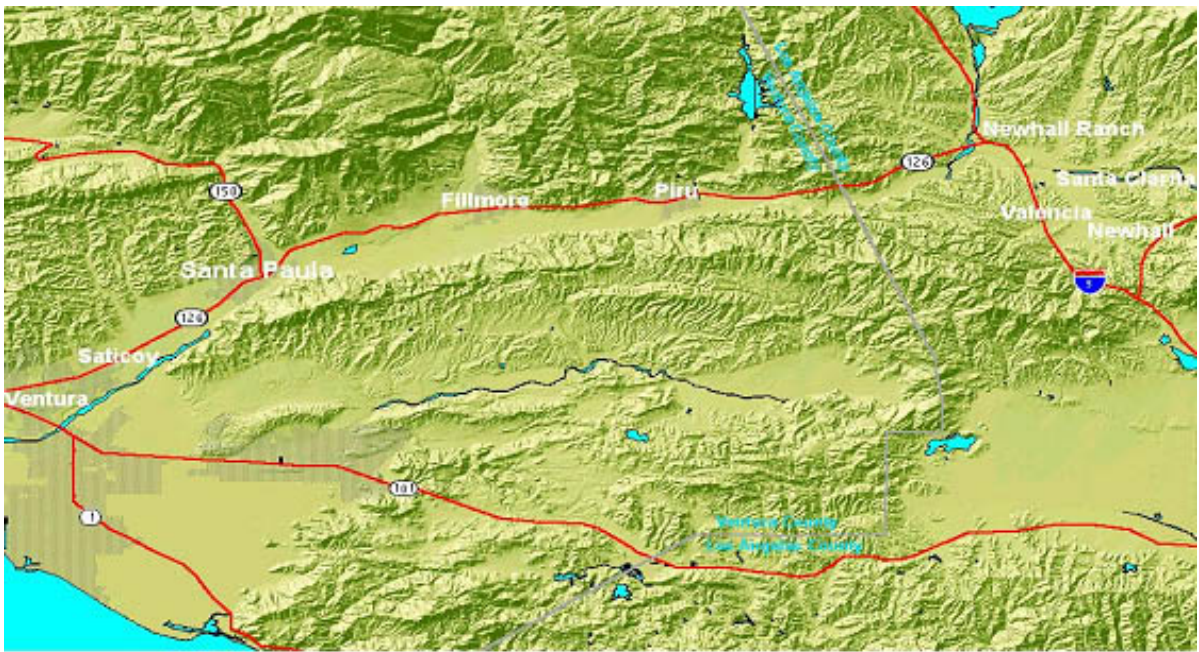


TABLE 17
Retail Sales Leakages in Communities Along Highway 126

	Aggregate Household Demand	Aggregate Actual Retail Sales	Retail Sales Leakage \ (Retail Sales Surplus)
Ventura	\$796,339,689	\$1,674,303,543	-\$877,963,854
Santa Paula	\$143,516,614	\$186,464,980	-\$42,948,365
Fillmore	\$71,380,773	\$114,712,130	-\$43,331,357
Piru	\$5,286,714	\$5,293,980	-\$7,266
Santa Clarita	\$1,622,446,769	\$1,674,303,543	-\$51,856,774

FIGURE 4
Communities Along Highway 126



6.5 TOURISM CONCLUSION

There is clear evidence that visitor capture is strong in Santa Paula and the region. It is logical to assume most of the visitor capture is along Highway 126 away from downtown, with a lesser amount along Highway 150 toward Ojai. Downtown Santa Paula has the potential to capture additional visitor trade by improving signage, attractiveness, and strengthening its capacity in accommodations, eating and drinking places, food stores and retail goods and services purchased by families on travel (e.g. souvenirs, film, books, clothing, specialty household goods, etc.). Santa Paula would do well to create a downtown using the entertainment principles and themes discussed in several other places in this appendix and in the full report.

7. HOUSING SUPPLY AND DEMAND – PAST, PRESENT AND FUTURE

This report analyses current and projected housing supply and housing demand in Santa Paula, using readily available information produced by sources such as the California Department of Finance, local sources, US Census and the Construction Industry Research Board. The first part of the report analyzes housing supply trends in Santa Paula. The second part analyzes housing demand trends. Given current trends, the demand for rental housing will exceed rental housing supply as early as the year 2005.

7.1 HOUSING SUPPLY

According to the US Census, there were 8,231 households in the City of Santa Paula in the year 2000. Of these households, 8,157 live in traditional housing units of varying sizes, from single-room housing units, to 2 to 3 room units, to units with 4 and more rooms. Table 18 below provides a breakdown of the 8,157 households by size of units in terms of rooms and by tenure.

TABLE 18
Distribution of Housing Units by Tenure
City of Santa Paula, 2000

	Number	Percentage
Owner-Occupied Housing Units	4,691	58%
Single-Room	36	1%
2 – 3 Rooms	902	19%
4 Or More Rooms	3,753	80%
Rental Housing Units	3,466	42%
Single-Room	289	8%
2 – 3 Rooms	1,325	38%
4 Or More Rooms	1,852	53%
TOTAL UNITS	8,157	

As Table 18 shows, the homeownership rate in Santa Paula is 58 percent, or 4,691 owner-occupied homes divided by 8,157 total housing units. The bulk of housing in the city have more than 4 rooms. Eighty percent of all owner-occupied units (or 3,753 owner-occupied units) have 4 or more rooms, while 53 percent (1,852) of all renter-occupied units 4 rooms or more, as Table 18 shows.

Since 2000, Santa Paula has grown at a relatively slow pace in terms of housing units. Table 19 shows the number of housing building permits