

# LA CASA ROSALIA | 111 Chapala Street, SANTA BARBARA, CA



**For Sale** | 17 -Unit Multifamily Investment Property | **11,675 SF**

Co-listed with

**Ken Switzer**  
**805.680.4622**

kenswitzer1@yahoo.com  
lic. 01245644

  
**KEN SWITZER**  
EXPERT REAL ESTATE  
SERVICE AND ANALYSIS

**Liam Murphy**  
**805.898.4385**

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 **Hayes**  
COMMERCIAL GROUP



# LA CASA ROSALIA

## *A Santa Barbara Treasure & A Generational Investment*

### ORIGINAL HISTORY

*Long celebrated as one of Santa Barbara's most iconic apartment buildings, La Casa Rosalia stands proudly at Natoma and Chapala Streets in the heart of the historical West Beach neighborhood—just a block and a half from the waterfront and one block from State Street.*

*Built in 1930 at the height of Santa Barbara's Spanish Colonial Revival movement, La Casa Rosalia showcases the timeless design of noted architect E. Keith Lockard. Originally known as La Ronda and developed by Gerald Adrian, son of former Santa Barbara Mayor H.A. Adrian, the property rose on the historic site of the Potter/Ambassador Hotel, once the grand centerpiece of West Beach. From its earliest days, La Casa Rosalia has been regarded as a jewel of the city's waterfront and remains a cherished local landmark.*

*Now offered for the first time in nearly 40 years, this is a rare opportunity to acquire a truly irreplaceable asset—an iconic architectural statement in an A++ coastal location within one of the world's most desirable cities. Beyond its enduring curb appeal and historic charm, La Casa Rosalia delivers long-term investment security and the prestige of owning a one-of-a-kind generational property.*

### LIFESTYLE & LOCATION

*Residents of La Casa Rosalia enjoy the very best of Santa Barbara: the beach and harbor just moments away, the energy of the Funk Zone, and the dining, retail, and recreation of downtown all in close proximity.*

*La Casa Rosalia represents not only a sound investment, but also a legacy of beauty, history, and location that simply cannot be duplicated.*



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View the property video at  
[LaCasaRosaliaSantaBarbara.com](http://LaCasaRosaliaSantaBarbara.com)

## THE RESIDENCES

*La Casa Rosalia is comprised of 17 distinctive apartments thoughtfully placed on the property. The original 1930 Spanish Colonial building includes ten elegant residences. In 1950, an annex of five additional units rose along Chapala Street, followed in the early 1970s by two more units above the interior motorcourt.*

*The property today offers a desirable mix: 11 one-bedroom units, 5 studio units, and a spacious two-bedroom "owner's unit." Many residences feature high ceilings and generous proportions, contributing to a total gross habitable area of approximately 11,675± square feet. At the listing price, this equates to \$1,019 per square foot.*

*For context, a comparable fully-renovated property in West Beach recently achieved \$1,850 per square foot—illustrating both the underlying strength of this location and the long-term potential for repositioning.*



## LEGACY ASSET

*Beyond immediate rental income, La Casa Rosalia offers an investor the opportunity to enhance financial performance over time while benefiting from the enduring appreciation of a truly irreplaceable asset. In addition, its historic pedigree may qualify for Mills Act property tax advantages, further strengthening the investment case. Recent improvements include all new roof (\$165K), powerwashing, and landscaping refresh.*

*La Casa Rosalia unites history, architecture, and location into a generational legacy investment in one of California's most coveted coastal cities.*

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## PROPERTY DETAILS

<b>Price</b>	\$11,900,000
<b>Building Size</b>	11,675 Gross Habitable SF
<b>Land Size</b>	18,927 SF (0.43 acre)
<b>APN</b>	003-073-002
<b>Zoning</b>	R-4/S-D-3 (Coastal Zone)
<b>Unit Mix</b>	1 x 2BD; 11 x 1BD; 5 x Studios
<b>Parking</b>	17 on-site spaces
<b>To Show</b>	Call listing agent



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# SITE PLAN



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## CHAPALA ST

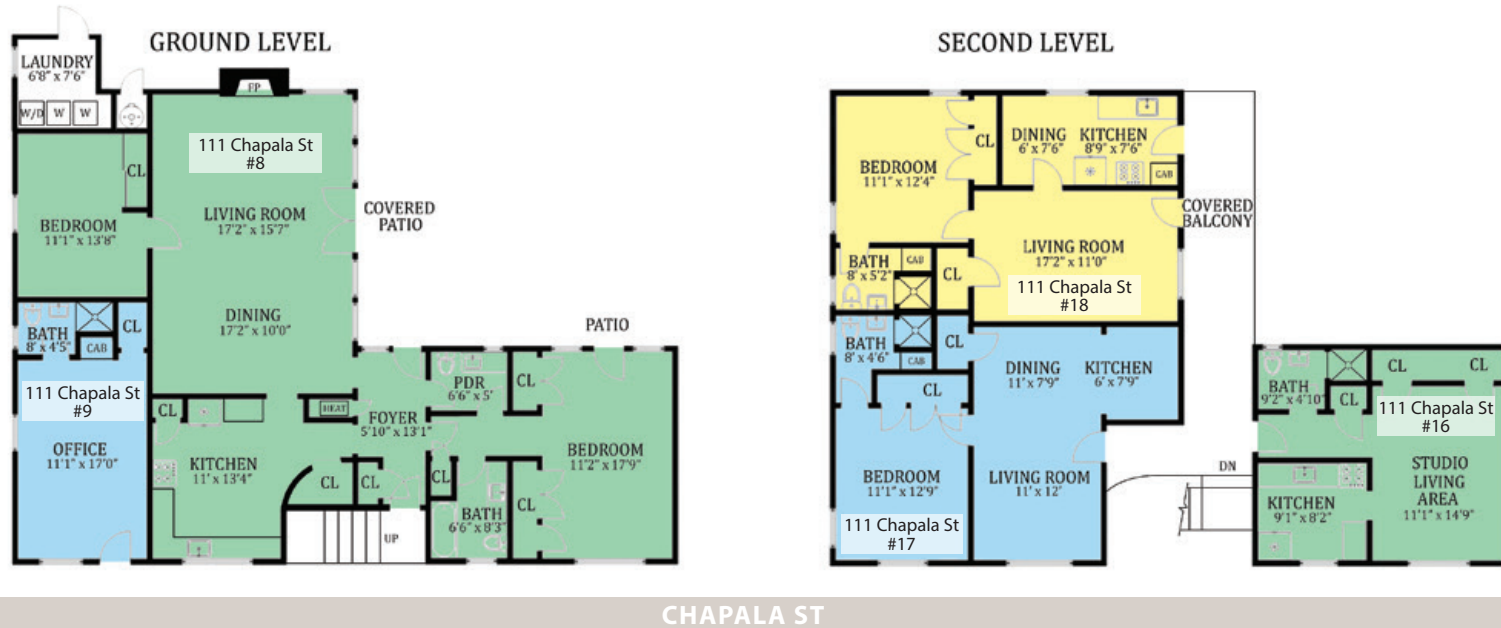


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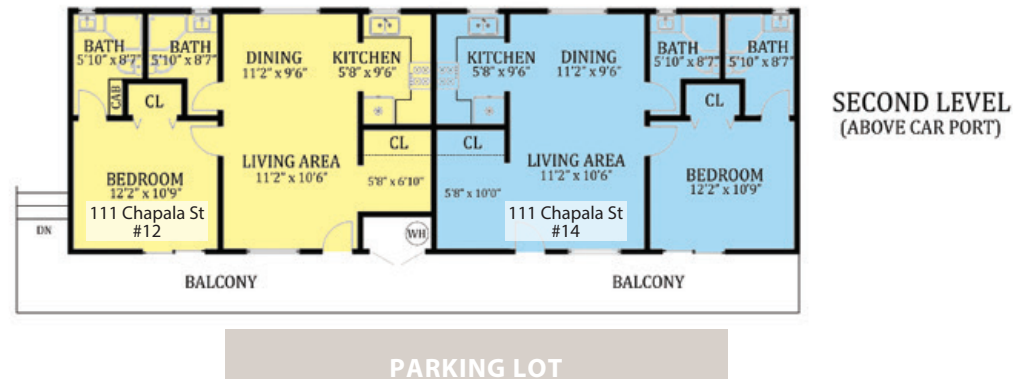


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## BUILDING B / 111 CHAPALA STREET



## BUILDING C



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# An unbeatable location

## WEST BEACH

Known for its highly sought after real estate, West Beach is a four block by four block region of Santa Barbara nestled against the coastline and consists of high-end residential properties, upscale Inns, several restaurants and bars and a small handful of highly prized rental properties. West Beach offers its residents and visitors ease of access to Santa Barbara's white sandy beaches, the Funk Zone, the Harbor, and Downtown. There's truly no other high-end neighborhood in Santa Barbara that offers as much luxury and convenience as West Beach.

## FUNK ZONE

Santa Barbara's Funk Zone has become the "It" spot in Santa Barbara in recent years. This district, which spans the area between the ocean and Highway 101 and is adjacent to the Amtrak station, has enjoyed an upswell of boutique tasting rooms, cafes, galleries, and shops that cater to Santa Barbara's contemporary side. Converted warehouses and buildings decorated with graffiti murals and contemporary art pieces set the tone for this hopping section of town. Artists, designers, surfboard shapers, winemakers and up-and-coming chefs all practice their craft here.

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# Demographics

## MAJOR EMPLOYERS

### Cottage Hospital 4,458 employees

Cottage Health, which includes Santa Barbara Cottage Hospital, employs around 3,725 full-time staff, along with over 700 physicians and 450 volunteers. Its workforce covers a wide range of roles—from emergency care and surgery to administration and support services—making it one of the largest and most vital healthcare employers on California’s Central Coast.



### Santa Barbara City College 2,182 employees

Santa Barbara City College (SBCC) employs around 2,180 individuals who support its mission of academic excellence and community impact. This includes about 640 faculty members, both full- and part-time, who lead instruction and mentor students. Nearly 1,000 staff members handle administrative, technical, and student services, ensuring smooth campus operations.

## STATISTICS

	<u>1 mile</u>	<u>3 miles</u>	<u>5 miles</u>
<b>Population</b>	13,938	77,359	104,834
<b>Average Household Income</b>	\$104,188	\$147,683	\$155,241
<b>Total Housing Units</b>	5,627	33,125	45,550

Source: Esri reports, 2025

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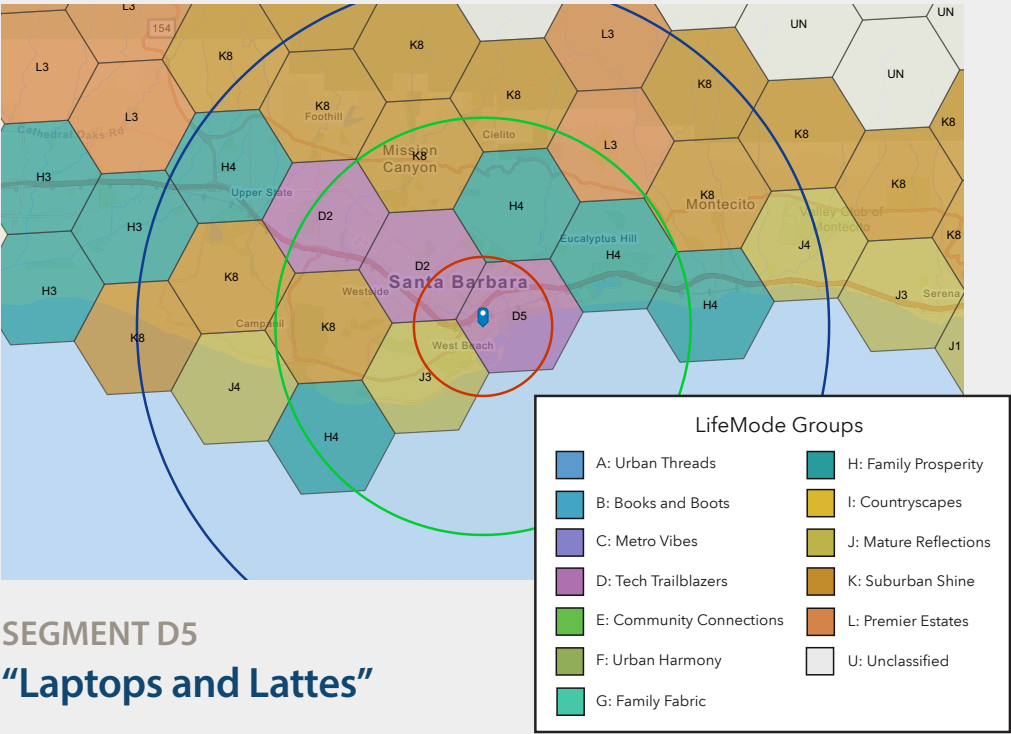


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## TAPESTRY SEGMENTS



### SEGMENT D5

### “Laptops and Lattes”

Residents are young and often live alone, with roommates, or as unmarried couples. One-third of those 25+ hold graduate degrees. They work in management, business, and tech-related roles across finance, health, and education, earning upper-tier incomes. Many also earn through investments, rentals, or their own businesses. It’s the priciest market to rent or own relative to income. This group ranks highest for remote work. Consumers tend to shop online for clothing, groceries, household essentials, and other goods. Residents spend money on travel, entertainment, fine dining, and fashion. They frequently listen to podcasts, buy physical books, and follow news websites.

#### Median age

36.2

#### Median household size

1.95

#### Predominant household structure

Singles living alone; married couples with no kids

#### Average household income

\$147,683

#### Median net worth

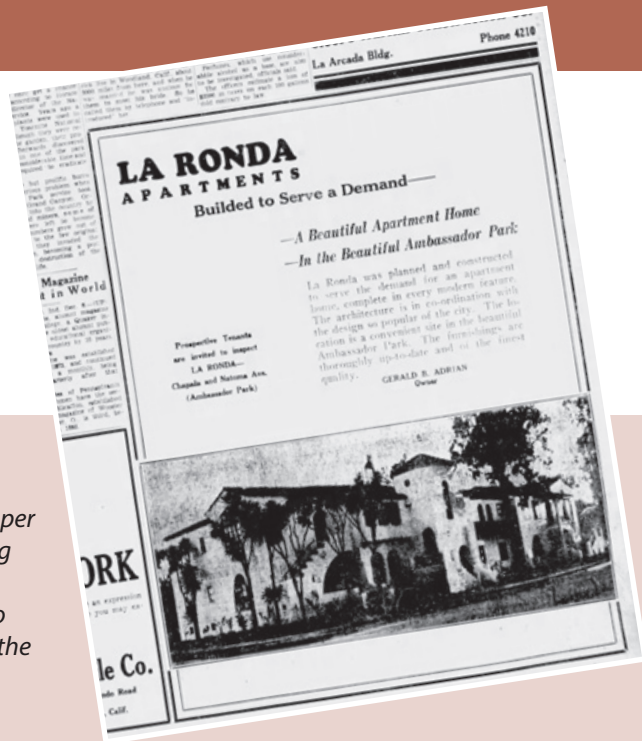
\$233,707



# Architectural Legacy

Built in 1930 as "La Ronda," 111 Chapala Street was designed by one of Santa Barbara's major practitioners of the 1920s, Keith Lockard. His most important works in Santa Barbara are City Hall (built 1922-1924), and the Cabrillo Pavilion (built in 1927).

— State of California Department of Parks & Recreation Historic Resources Inventory



A newspaper ad inviting potential tenants to "inspect" the property.



A newspaper article from 1930 announces the completion of "La Ronda," now known as La Casa Rosalia.



Santa Barbara City Hall, which recently celebrated its 100th anniversary, was designed by the same firm that conceived 111 Chapala Street.

(Santa Barbara Historical Museum)

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# Land-Use & Zoning

## R-4 Zone / Coastal Zone

The property is located in the City of Santa Barbara's R-4 Zone which is designed for multi-family or hotel use. Because the property is also in the Coastal Zone and therefore the jurisdiction of the California Coastal Commission, it remains under the control of City Code Title 28. The R-4 zoning designation in Title 28 is similar to the R-MH designation described in City Code Title 30 which governs the Inland Areas of Santa Barbara. However, the California Coastal Commission has not yet approved the City's application to convert the waterfront zoning to match Title 30.

## Short-Term Rental Uses

Because of its R-4 Zoning and location in the Coastal Zone, there is a possibility of utilizing some or all of the property for short-term rentals. All buyers are advised to research the viability and risks of that opportunity, both now and in the future.

## Tenant Protections

Buyers are also advised to research all federal, state and local laws regarding tenant protections and landlord rights and responsibilities.

## Accessory Dwelling Units

The State and City's Accessory Dwelling Unit (ADU) rules for multi-family zoning could also be applicable and may allow for the addition of more habitable units at the Property. More information from the City of Santa Barbara is available via the links to the right.

*These summaries and links should not be considered advice — Seller, Brokers and Agents make no representations or warranties regarding any of these matters and encourage all buyers to perform thorough due diligence to their own satisfaction.*

## Resources



**TITLE 28 & TITLE 30  
ZONING CODES**



**CITY ADU GUIDE**

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# Mills Act Property Tax Incentive

The Mills Act is California's premier historic preservation program, designed to reward owners who steward and reinvest in architecturally significant properties. In exchange for preserving a building's historic character, qualifying owners may receive substantial property tax reductions.

111 Chapala Street already holds a place on the City of Santa Barbara's Historic Resources Inventory, and City staff have confirmed that a future owner could pursue Structure of Merit status, thereby meeting a key requirement for Mills Act eligibility. Under current City guidelines, Mills Act contracts can deliver property tax savings of 40–60% annually.

For a buyer, this creates a rare alignment of financial and emotional return: the ability to significantly reduce operating costs while undertaking restorations that elevate the property's architectural presence, enhance resident quality of life, and increase the long-term value of an irreplaceable Santa Barbara landmark. Additional information can be found in the City of Santa Barbara's materials linked at right.



**HISTORICAL  
SIGNIFICANCE REPORT**



**CITY OF SANTA BARBARA  
MILLS ACT HANDBOOK**



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# WEST BEACH

SB's Exclusive Beachfront Enclave



West Beach is one of Santa Barbara's most coveted and vibrant coastal neighborhoods, offering an exceptional blend of natural beauty, walkability, and lifestyle appeal. Located between the harbor and downtown, West Beach provides immediate access to Stearns Wharf, the Funk Zone, pristine beaches, and an array of top-tier restaurants, wine bars, and boutique shops. The area attracts both residents and visitors year-round, driving strong rental demand and long-term investment stability. With its palm-lined streets, classic architecture, and proximity to major employment hubs, West Beach embodies the quintessential Santa Barbara coastal experience. It's a neighborhood where leisure and convenience intersect — ideal for those seeking a high-quality, car-optional lifestyle.



WALKSCORE  
99

'Walker's  
Paradise'

Most errands  
can be easily  
accomplished  
on foot



MEDIAN  
HOUSEHOLD  
INCOME  
(1 mi radius)

\$147,643



AREA  
POPULATION  
(3 mi radius)

77,359

Source: esri. 2025 demographics.



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# CONFIDENTIALITY AGREEMENT

111 CHAPALA ST  
SANTA BARBARA, CA

The Seller, through Hayes Commercial Group ("Sales Agent"), has available for study certain information ("Evaluation Materials") regarding 111 Chapala St in Santa Barbara, CA (the "Property"). We are prepared to furnish the Evaluation Materials to you in connection with discussions concerning your possible investment in the Property only on the condition that you agree to treat the Evaluation Materials confidentially and agree specifically as follows:

1. The Evaluation Materials furnished to you will not be used for any purpose other than to evaluate a possible investment in the Property by you as a Principal or broker;
2. You will not make any of the Evaluation Materials available, or disclose or distribute, either orally or in writing, any of the contents of the Evaluation Materials, to any person other than your counsel, analyst(s), equity partner(s), broker(s), or potential lender(s) (hereinafter "Excluded Persons");
3. You will not disclose to any person, other than Excluded Persons, either the fact that discussions or negotiations are taking place concerning a possible investment in the Property by you or any of the terms, conditions or other facts with respect to any such possible investment, including the status thereof;
4. You agree that you will not contact the tenant or property management staff of the Property in connection with your review of the Evaluation Materials. Any and all questions related to the Evaluation Materials must be directed solely to Liam Murphy at Hayes Commercial Group or Ken Switzer at BHHS Commercial Division;
5. You acknowledge that neither the Seller, nor Hayes Commercial Group, nor any affiliate of either of such persons, nor any partner, director, officer, employee, agent of or consultant to any such persons (collectively, "Seller/Agent") has made any representation or warranty as to the completeness or accuracy of the Evaluation Materials, and any representation or warranty in connection therewith is hereby expressly excluded. The Evaluation Materials provided to you are subject to change of price or terms, withdrawal from market without notice, and prior sale. You agree that the Seller/Agent shall have no liability to you resulting from the delivery to, or

use by, you of the Evaluation Materials or otherwise with respect thereto, and you agree to defend, indemnify and hold the Seller/Agent harmless from and against all loss, damage or expense sustained or incurred by Seller/Agent by reason of any unauthorized distribution or disclosure of the Evaluation Materials by you or by any Excluded Person;

6. We may elect at any time to terminate access to the Evaluation Materials, and you agree that you will, following any request by us or if you do not wish to invest in the Property, promptly redeliver to us all written Evaluation Materials and any other written material (and agree to delete any analyses contained in a database or spreadsheet type format) containing information in the Evaluation Materials and will not retain copies of such written material;
7. You acknowledge that you have not dealt with any broker other than Hayes Commercial Group concerning the investment in the Property (unless noted below); and
8. You acknowledge that when you make available the Evaluation Materials to any Excluded Person, you will inform such Excluded Persons of the confidential nature of the Evaluation Materials and the existence and terms of this Agreement.

Please acknowledge your agreement to and acceptance of the foregoing by signing where indicated below and returning one (1) executed copy of the to our attention.

ACCEPTED AND AGREED effective as of \_\_\_\_\_, 2025

PRINCIPAL

By: \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Tel: \_\_\_\_\_

Email: \_\_\_\_\_

PRINCIPAL'S BROKER (IF APPLICABLE)

By: \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Tel: \_\_\_\_\_

Email: \_\_\_\_\_

Mailing address: Hayes Commercial Group, 222 E Carrillo St, Suite 101, Santa Barbara, CA 93101. Fax: 805-456-0805

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