

324 W CABRILLO, SANTA BARBARA

**FURTHER PRICE
REDUCTION**

FOR SALE | 4,067 SF

Mixed-Use Restaurant/SFR Property
with Hotel Development Potential

SITE

Hayes
COMMERCIAL GROUP

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Executive Summary

An exceptional investment opportunity across from the beach in Santa Barbara's coveted waterfront district. This mixed-use property features the renowned Toma Restaurant & Bar—one of the city's most celebrated dining destinations—and a charming single-family residence offering flexible use or rental income. Situated directly along Cabrillo Boulevard with stunning ocean views, this property lies just steps from the harbor, Stearns Wharf, and downtown. With its premier location and zoning, the site presents strong potential for future hotel development, making it ideal for investors or developers.

Price	\$4,950,000
Building Size	Restaurant 2,867 SF SFR (rear) 1,200 SF Total 4,067 SF
Lot Size	Approx. 7,350 SF (.17 acre)
APN	033-091-006
Zoning	HRC-1 (Hotel and Related Commerce) / SD-3 (Coastal Overlay Zone)
Development Potential	3,000 SF of additional non-residential floor area may be developed per the City's Growth Management Program.
Year Built	Estimated 50+ years ago
Current Gross Income	\$148,416 (restaurant only)
Tenant	Toma Restaurant + SFR resident
Parking	None; legal non-conforming with credit for 13 spaces
HVAC	Yes
Restrooms	Three
To Show	Call listing agent





Property Highlights

- Irreplaceable coastal location in Santa Barbara's prime West Beach corridor
- Legacy asset with upside via adaptive reuse or redevelopment
- Zoning allows for boutique hotel or continued commercial use
- Legal non-conforming parking credit (13 spaces)
- Intrinsic value from Funk Zone proximity & visitor-serving designation
- One of the last independently owned parcels in this area
- Steps from beach, marina, and urban wine trail



Land Use Report

SUMMARY

324 W Cabrillo Blvd is a unique commercial property in Santa Barbara's West Beach neighborhood, positioned within the city's Hotel and Related Commerce 1 (HRC-1) zone and Coastal Overlay (SD-3). The site comprises a 7,350 SF rectangular parcel improved with a 2,867 SF commercial building and a 1,200 SF single-family dwelling at the rear. The property is surrounded by hotels and hotel parking and is not currently listed as a historic resource.

The site benefits from flexible land use potential for visitor-serving commercial purposes, including restaurant and hotel uses. As a legal nonconforming property, it holds a recognized parking credit for 13 spaces. Up to 3,000 SF of additional non-residential floor area may be developed per the City's Growth Management Program. Future development or adaptive reuse options are subject to Santa Barbara's Urban Design Guidelines, ADA access, fire sprinkler requirements, and environmental standards including flood zone and possible archaeological review. No City violations are recorded for this property.

HIGHLIGHTS

Permitted Uses

- Visitor-serving commercial uses, hotels, motels, restaurants (no new residential allowed)

Development Potential

- Up to 3,000 sq. ft. of additional non-residential floor area permitted under the City's Growth Management Program
- Transfer of additional development rights possible for greater expansion (subject to city approval)

Parking

- No on-site parking; legal nonconforming status with credit for 13 spaces (11 for commercial, 2 for residential)
- City may allow offsite parking agreements

Historic & Environmental Review

- Buildings are over 50 years old, so historic resources report may be required if redevelopment is proposed
- Property not listed as historic; adjacent property is a Structure of Merit

Scan the QR code below to download the land use report.



Property photo modified by AI to illustrate potential hotel development.

Hotel Development Opportunity

The site allows for hotel or short-term stay uses under the HRC-1 zone. Up to 3,000 square feet of new non-residential floor area can be developed on the property without requiring a floor area transfer. This makes the rear portion of the site potentially suitable for a small hotel or vacation rental development to complement the existing restaurant.

Single-Family Home (Legal Nonconforming Use)

Adaptive reuse of the existing single-family residence is permitted under the HRC-1 zone; however, residential uses are no longer allowed under current zoning. As a result, the home is classified as a legal nonconforming use. The City allows legal nonconforming uses to continue operating as long as the use is not discontinued or changed to a conforming use.

Per the City's nonconforming ordinance, the residence cannot be expanded—it must remain within its existing footprint and bedroom count. Any increase, such as adding an additional bedroom, would likely be considered an intensification of use and is not permitted.

Importantly, the single-family home may be operated as a short-term rental, which aligns with the visitor-serving intent of the HRC-1 zone and presents an attractive income-generating opportunity for the property.

Single-Tenant NNN Lease Restaurant

The property features a single-tenant, NNN lease restaurant, providing a stable investment opportunity with minimal landlord responsibilities.

Cabrillo Blvd



FOR SALE | 324 W Cabrillo Blvd

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.



Santa Barbara Hotel & Tourism Snapshot (2024–2025)

Hotel Performance

- Occupancy Rate: 63% in January 2025, up 10% from January 2024.
- Average Daily Rate (ADR): \$280 in January 2025, a 14% increase year-over-year.
- Revenue per Available Room (RevPAR): \$176 in January 2025, up 25% from the previous year.

Economic Impact

- Visitor Spending: \$2.24 billion in the South Coast region over the last quarter of 2022 and the first three quarters of 2023.
- Tax Revenue: \$82.9 million annually generated from tourism-related activities.
- Employment: Tourism supports approximately 15,000 jobs in the region.

Visitor Demographics

- Annual Visitors: 6.5 million, with 36% staying overnight.
- Top Origin Markets: Los Angeles (37%), Santa Maria/San Luis Obispo (10%), Bay Area (7%), Seattle-Tacoma (4%), Sacramento/Stockton/Modesto (3%)
- Visitor Satisfaction: 96% reported a highly satisfactory experience.



Santa Barbara is 90 miles north of Los Angeles and served by Santa Barbara Airport and Amtrak. Tucked between the Santa Ynez Mountains and the Pacific Ocean, Santa Barbara enjoys a mild, Mediterranean climate averaging 300 sunny days a year.



SANTA BARBARA

Source: esri, 2023 demographics

	89,023 current residents		\$149,130 avg. household income		62% college-educated
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