LA CASA ROSALIA

111 Chapala Street,
SANTA BARBARA, CA



Price Reduced

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

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.



The information contained herein has been obtained from the owner of the property or from other sources deemed reliable. We have no reason to doubt its accuracy, but we do not guarantee it.





View the property video at
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 $766 per square foot.

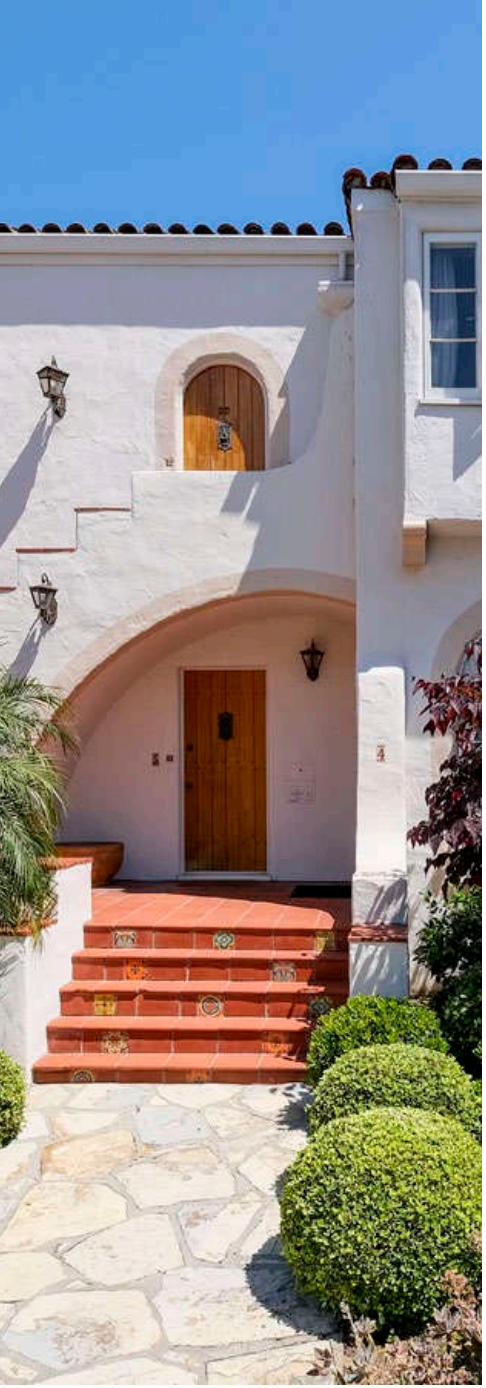
For context, a comparable fully-renovated property in West Beach recently achieved $1,850 per square foot—illustrating both the underlying strength of this location and the long-term potential for repositioning.

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

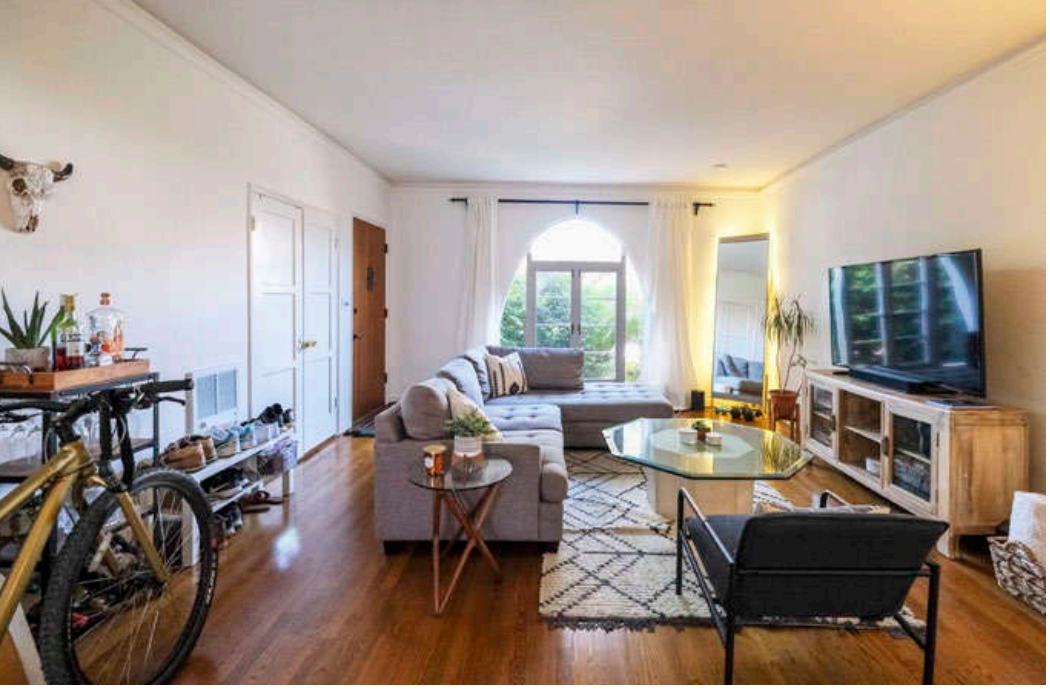
Price	$8,950,000
Building Size	11,675 Gross Habitable SF
Land Size	18,927 SF (0.43 acre)
APN	003-073-002
Zoning	R-4/S-D-3 (Coastal Zone)
Unit Mix	1 x 2BD; 11 x 1BD; 5 x Studios
Parking	17 on-site spaces
To Show	Call listing agent





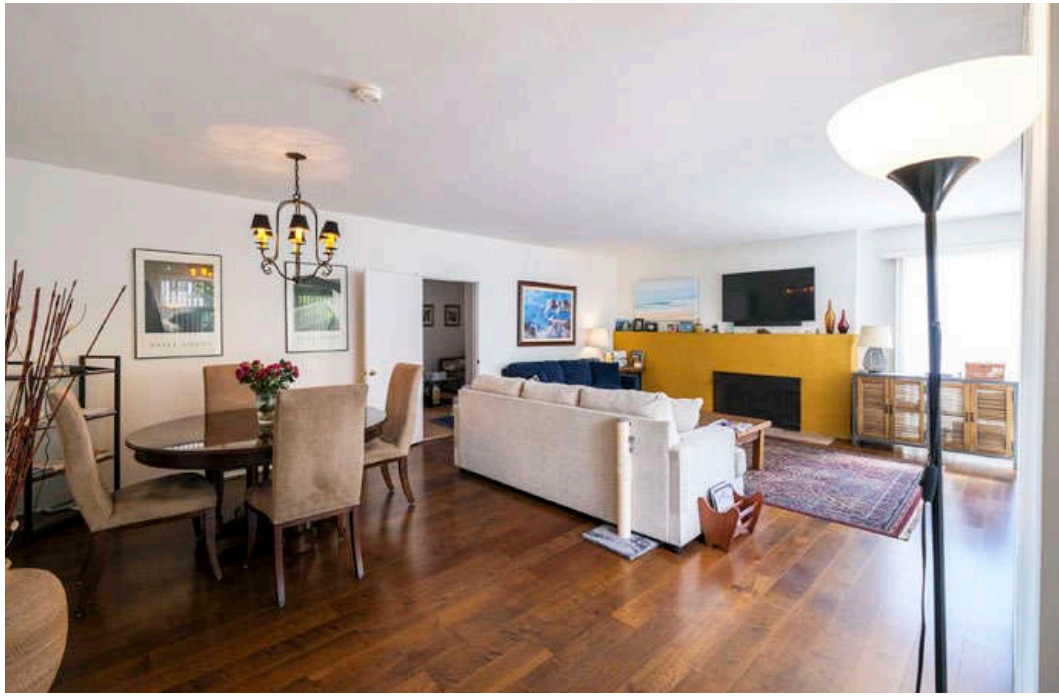


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SITE PLAN



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BUILDING **A** / 103-105-107 NATOMA AVENUE



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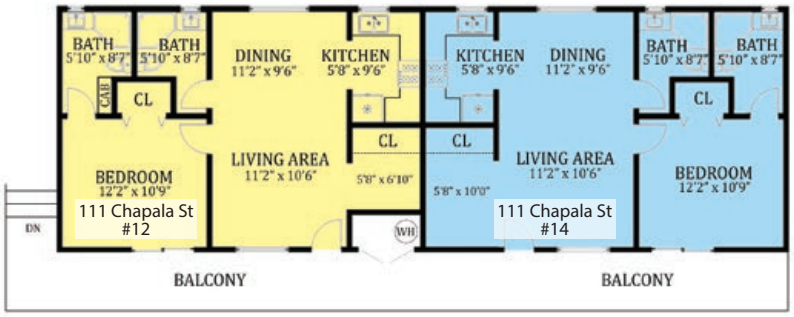
BUILDING **B** / 111 CHAPALA STREET





CHAPALA ST

BUILDING **C**



SECOND LEVEL
(ABOVE CAR PORT)

PARKING LOT

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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

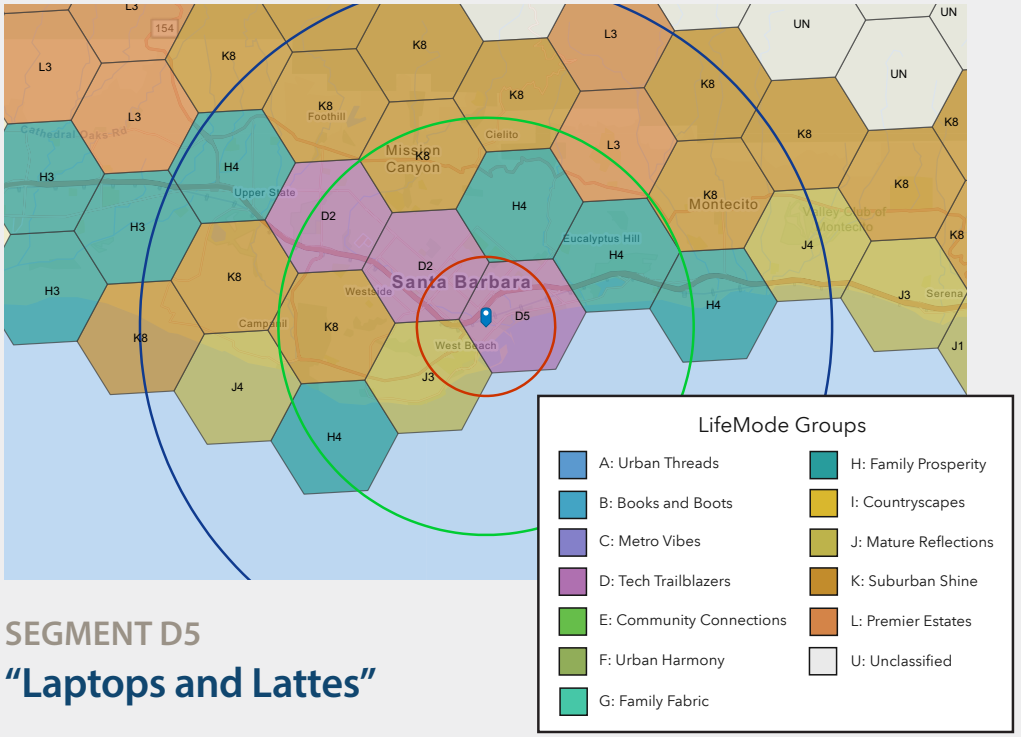
Santa Barbara City College (SBCC) employs around 2,180 individuals who support its mission of academic excellence and community impact. This includes about 640 faculty members, both full- and part-time, who lead instruction and mentor students. Nearly 1,000 staff members handle administrative, technical,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

STATISTICS

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

Source: Esri reports, 2025

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

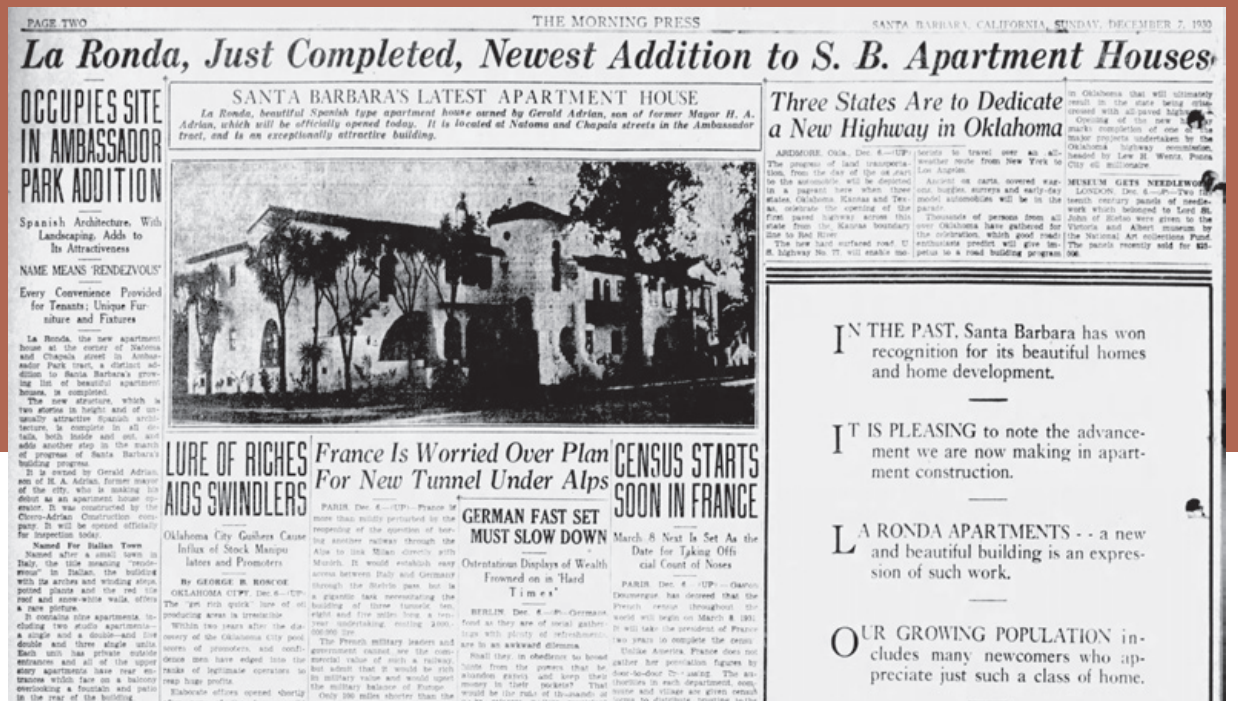
Median net worth
$233,707

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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



PAGE TWO THE MORNING PRESS SANTA BARBARA, CALIFORNIA, SUNDAY, DECEMBER 7, 1930

La Ronda, Just Completed, Newest Addition to S. B. Apartment Houses

OCCUPIES SITE IN AMBASSADOR PARK ADDITION

Spanish Architecture, With Landscaping, Adds to Its Attractiveness

NAME MEANS 'RENDEZVOUS'

Every Convenience Provided for Tenants; Unique Furniture and Fixtures

SANTA BARBARA'S LATEST APARTMENT HOUSE

La Ronda, beautiful Spanish type apartment house owned by Gerald Adrian, son of former Mayor H. A. Adrian, which will be officially opened today. It is located at Natoma and Chapala streets in the Ambassador tract, and is an exceptionally attractive building.

Three States Are to Dedicate a New Highway in Oklahoma

IN THE PAST, Santa Barbara has won recognition for its beautiful homes and home development.

IT IS PLEASING to note the advancement we are now making in apartment construction.

LA RONDA APARTMENTS - - a new and beautiful building is an expression of such work.

OUR GROWING POPULATION includes many newcomers who appreciate just such a class of home.

LURE OF RICHES AIDS SWINDLERS

Oklahoma City Gushers Cause Influx of Stock Manipulators and Promoters

France Is Worried Over Plan For New Tunnel Under Alps

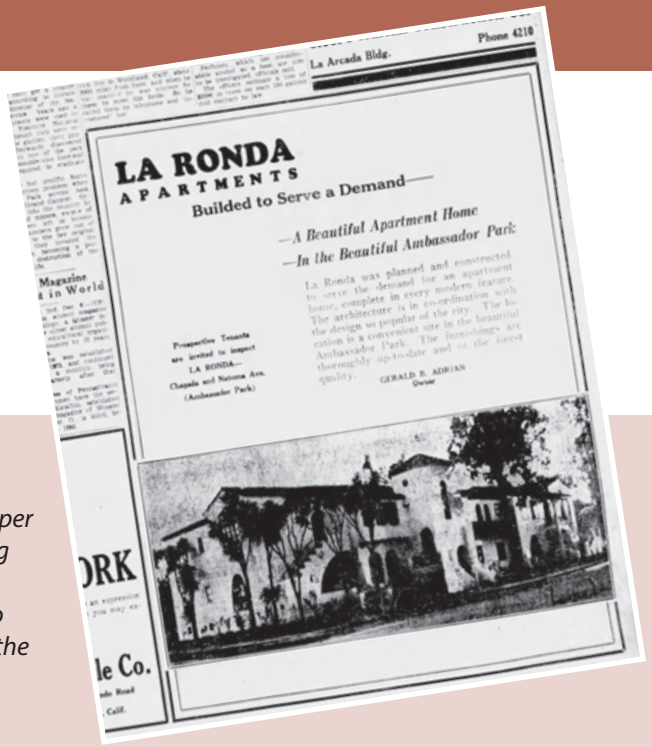
GERMAN FAST SET MUST SLOW DOWN

Ostentatious Displays of Wealth Frowned on in 'Hard Times'

CENSUS STARTS SOON IN FRANCE

March 8 Next Is Set As the Date for Taking Official Count of Noses

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



Phone 4210

La Arcada Bldg.

LA RONDA

APARTMENTS

Builded to Serve a Demand

—A Beautiful Apartment Home

—In the Beautiful Ambassador Park

La Ronda was planned and constructed to serve the demand for an apartment home, complete in every modern feature. The architecture is in co-ordination with the design so popular of the city. The location is a convenient site in the beautiful Ambassador Park. The furnishings are thoroughly up-to-date and of the finest quality.

GERALD S. ADRIAN
Owner

Prospective Tenants are invited to inspect LA RONDA— Chapala and Natoma Ave. (Ambassador Park)

Magazine in World

ORK

le Co.

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



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

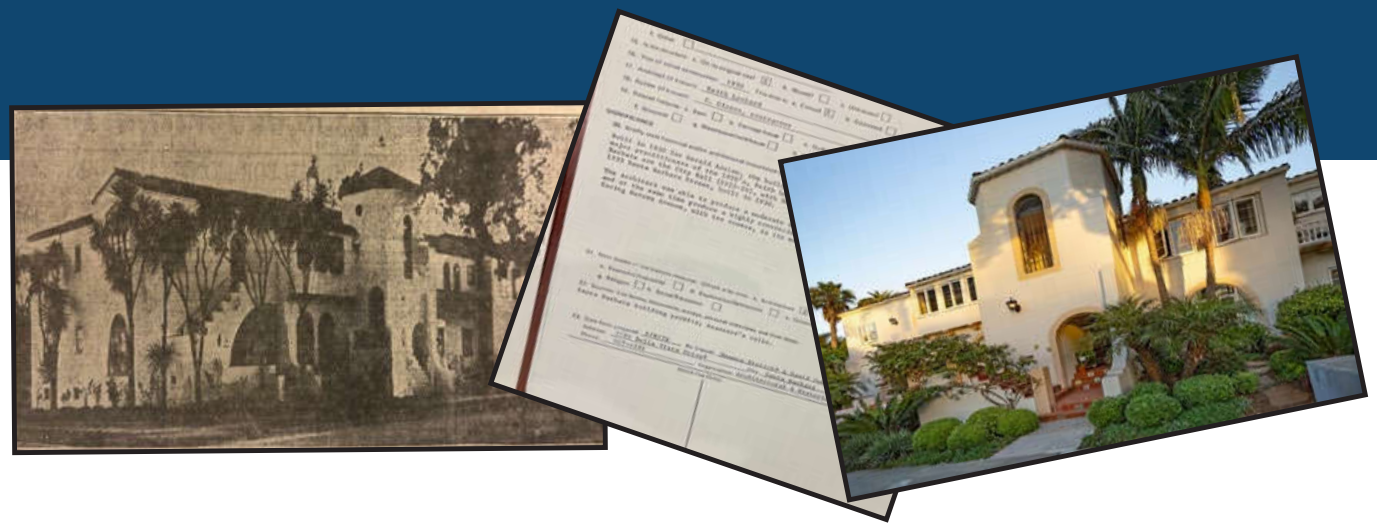
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Mills Act Property Tax Incentive

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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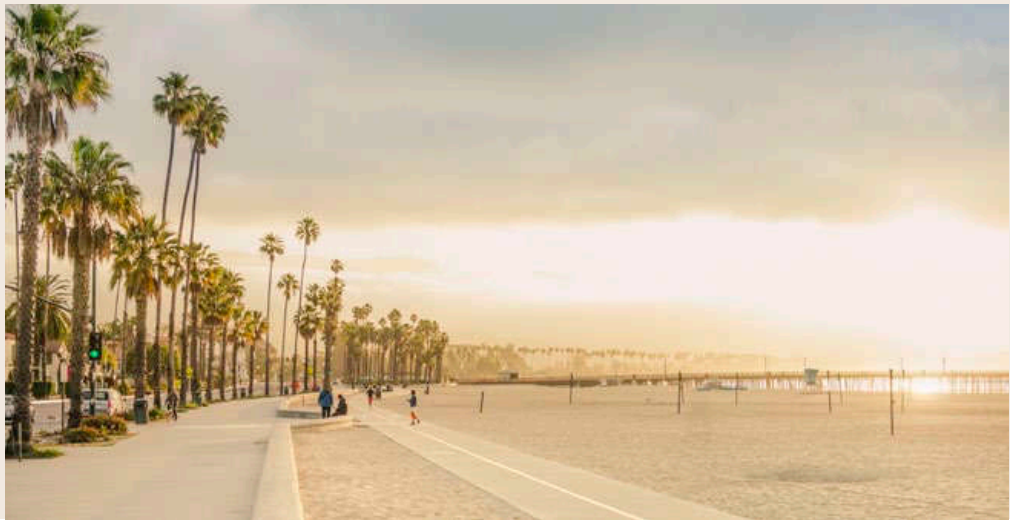


WEST BEACH

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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