



# Short Term Rentals (STRs)

Town Council  
September 11, 2019



**Adopt a Resolution to endorse a public engagement process and create a task force for a text amendment addressing Short Term Rentals (STRs)**

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- Current Land Use Management Ordinance (LUMO) regulations predate rise of STRs
- Health & safety concerns
- Potential missed occupancy tax revenue
- Community benefits and impacts
- Limited staff capacity for enforcement

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# Short Term Rentals (STRs): Background

On June 19, 2019, Town Council adopted a resolution authorizing the Town Manager to:

- 1) Develop updated STR standards with input from community stakeholders
- 2) Conduct appropriate enforcement efforts in interim
- 3) Conduct education campaign prior to implementing new regulations
- 4) Explore possible enforcement assistance from third party vendors

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# Short Term Rentals: Timeframe

## Short Term (Ongoing):

### 1. Outreach, Education & Enforcement

- Create webpage
- Inform STR operators of applicable regulations
- Inform property owners of complaints

## Next 6-12 Months:

### 2. Ordinance Update

- Engage community stakeholders and receive input
- Identify key goals
- Check in with Council
- Draft updated standards
- Present for Advisory Board review and Town Council review and approval

## 3-6 Months After New Ord:

### 3. Education & Enforcement

- Conduct education campaign on new ordinance
- Enforce new standards

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# Short Term Rentals: Proposed Schedule



1. September 23<sup>rd</sup>—Open House
2. Select Task Force Members
  - Advisory Board Champions
  - October 2<sup>nd</sup>: Council appointment of community members
3. Surveys
4. November 18<sup>th</sup>—Check-in with Town Council
5. Spring 2020—Ordinance Enactment

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# Short Term Rentals: Creating a Task Force

## **Advisory Boards (1 seat for each):**

Community Design Commission (CDC)

Historic District Commission (HDC)

Housing Advisory Board (HAB)

Planning Commission

Transportation & Connectivity Advisory Board (T-CAB)

## **Community Members (2 seats for each):**

STR Operator or Advocate

Hoteliers or Lodging Expert

Community at Large (2 seats)

**11 members total**

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# Short Term Rentals: Charge of the Task Force



1. Identify goals
2. Attend regularly scheduled meetings
3. Actively participate in meetings
4. Identify impacts of possible STR regulations to various stakeholder groups
5. Develop a set of final recommendations

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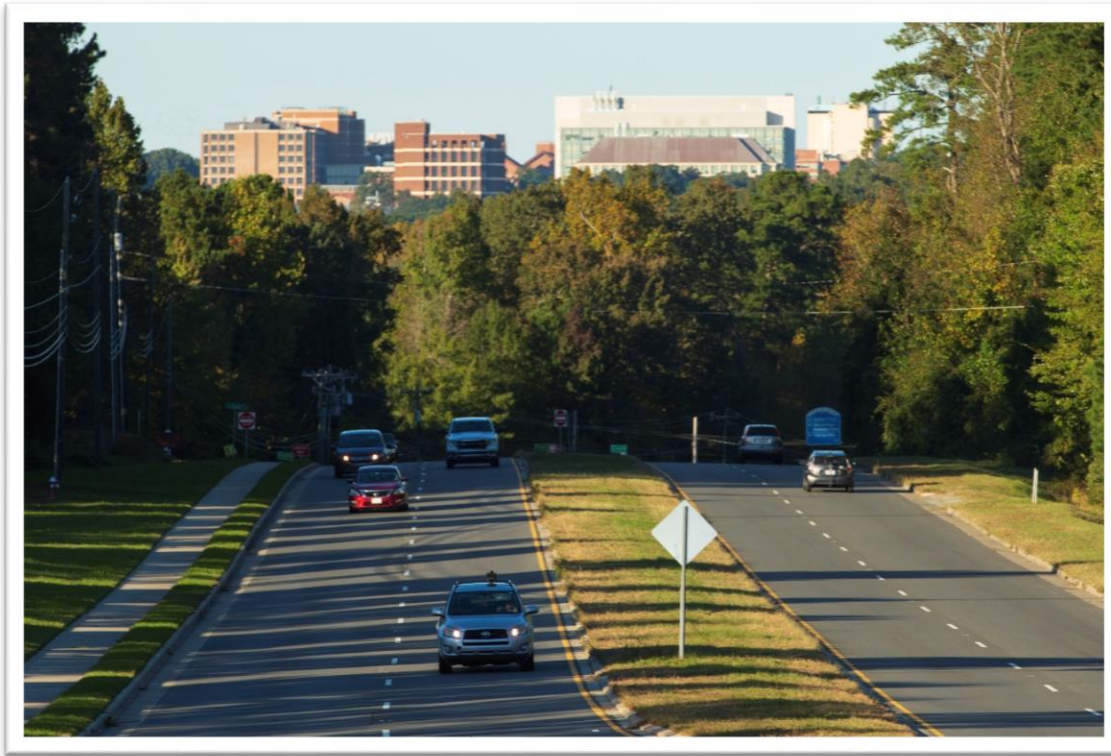
# Short Term Rentals: Legislative Update

- North Carolina League of Municipalities (NCLM) reports possibility of state STR legislation
- Could preempt local governments from establishing jurisdiction-specific STR regulations
- No specific bill filed on this topic; language could be included in other legislation

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## Discussion & Feedback

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