Agenda

- Background
- Existing program requirements
- Goals for update
- Key issues
- Community input
- Policy options
- Next steps
Vacation Rentals

- Adopted 2010, effective 1/1/2011
- 822 permitted to date (non coastal)
- Existing Vacation Rental program
  - Zoning Permit up to 5 rooms
  - 2 persons per bedroom +2
  - Quiet hours 10 pm to 9 am
  - No amplified sound outdoors
  - No parties/events in R1, RR
  - TOT # required + in listings
  - Permits expire upon sale or transfer of property

Jan. 2010 deck collapse
Vacation Rentals by District

- 1st District: 40%
- 2nd District: 1%
- 4th District: 18%
- 5th District: 41%
Program Update Goals

- Maintain character
- Protect housing
- Balance
- Flexibility
- Level the playing field
Tourism in Sonoma County

- Visitors spend $1.6 billion annually
- 19,350 jobs in tourism industry
- TOT revenue $12.63 million 14/15
  - Over $5 million from vacation rentals
Sheriff Calls by Complaint Type

- Party: 42%
- Disturbance: 9%
- Civil Situation: 7%
- Music: 11%
- General Noise: 11%
- Unwanted Guest: 2%
- Trespassing: 15%
- Fireworks: 3%
Code Enforcement Complaints by Type

- No Permit: 79%
- Noise: 10%
- Parties/Events: 6%
- Parking: 1%
- Other: 4%
Sheriff Calls by Zoning

- Rural Residential: 41%
- Resources & Rural Development: 11%
- Agriculture and Residential: 10%
- Diverse Agriculture: 6%
- Recreation and Visitor-Serving Commercial: 1%
  - Limited Commercial: 0%
  - Land Extensive Agriculture: 0%
  - Land Intensive Agriculture: 3%
- Low Density Residential: 28%
Community Forums

- traffic
- strangers
- trespassing
- security
- businesses
- pets
- safety
- water use
- tourism
- no events
- community character
- overconcentration
- noise
- code of conduct
- tourism
- loss of community
- compatibility
- CC&Rs
- not fair
- need limits
- loss of housing
- parking
- tension
- unresponsive property managers
- need enforcement
- economy
- visitors
- parties
- schools
Website Input Received

Opinions on Vacation Rentals

- In favor
- Not in favor

District 1: 18 in favor, 30 not in favor
District 2: 1 in favor, 0 not in favor
District 4: 11 in favor, 38 not in favor
District 5: 18 in favor, 15 not in favor
Total: 48 in favor, 83 not in favor
Website Input Received

Vacation Rental Concerns

- Noise and parties
- Traffic and parking
- Community character
- Other

District 1: Noise and parties = 16, Traffic and parking = 8, Community character = 17, Other = 19
District 4: Noise and parties = 19, Traffic and parking = 7, Community character = 19, Other = 7
District 5: Noise and parties = 7, Traffic and parking = 5, Community character = 6, Other = 10
Total: Noise and parties = 43, Traffic and parking = 34, Community character = 57, Other = 20
Vacation Rental Home Sizes

Average vacation rental home size
1,900 square feet

26% of vacation rentals are under 1200 square feet
Key Issues

- Overconcentration/Commercialization
- Loss of Housing Stock
- Neighborhood Compatibility
- Level the Playing Field
  - Same rules apply to everyone
  - Increase compliance with standards
  - Collect TOT
<table>
<thead>
<tr>
<th>Objective: Overconcentration &amp; Commercialization</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exclusion Overlay Zone</strong></td>
</tr>
<tr>
<td><strong>Pros</strong></td>
</tr>
<tr>
<td>• Can apply to areas with CCR’s prohibition</td>
</tr>
<tr>
<td>• Flexible to limit only in certain areas</td>
</tr>
<tr>
<td>• Easily understood and available through zoning</td>
</tr>
<tr>
<td><strong>Use Permit</strong></td>
</tr>
<tr>
<td><strong>Pros</strong></td>
</tr>
<tr>
<td>• Allows case by case review</td>
</tr>
<tr>
<td>• Can be conditioned or denied</td>
</tr>
<tr>
<td>• Neighbors are notified and can weigh in</td>
</tr>
<tr>
<td>• Runs with the land unless term-limited</td>
</tr>
<tr>
<td><strong>Limit Vacation Rental to seasonal use only</strong></td>
</tr>
<tr>
<td><strong>Pros</strong></td>
</tr>
<tr>
<td>• Retains residential character for most of the year</td>
</tr>
<tr>
<td>• Limits intrusion on neighbors</td>
</tr>
<tr>
<td>• Provides some flexibility for owners</td>
</tr>
<tr>
<td><strong>Separation criteria</strong></td>
</tr>
<tr>
<td><strong>Pros</strong></td>
</tr>
<tr>
<td>• Avoids overconcentration</td>
</tr>
<tr>
<td>• Reduces parking, noise, and traffic issues</td>
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# Objective: Provide Better Neighborhood Compatibility

<table>
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<tr>
<th>PROS</th>
<th>CONS</th>
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<tbody>
<tr>
<td>Reduce the number of guests allowed</td>
<td>• Reduces flexibility of Vacation Rental for large groups</td>
</tr>
<tr>
<td>Reduce the number of rooms allowed with Zoning Permit</td>
<td>• Discourages large home Vacation Rentals</td>
</tr>
<tr>
<td>Limit the number of vehicles</td>
<td>• May be difficult to enforce</td>
</tr>
<tr>
<td>Increase required off-street parking</td>
<td>• Cannot limit parking on-street</td>
</tr>
<tr>
<td>Prohibit events</td>
<td>• Limits flexibility for owners and visitors</td>
</tr>
<tr>
<td>Allow only on publicly maintained roads</td>
<td>• Limits flexibility for owners</td>
</tr>
<tr>
<td>Require quiet hours to be listed in advertisements</td>
<td>• Limits flexibility for owners</td>
</tr>
</tbody>
</table>

- • Reduces parking, noise, and traffic issues
- • Limits parties
- • Reduces parking, noise, and traffic issues
- • Allows neighbors to weigh in on larger homes
- • Discourages large home Vacation Rentals
- • Does not address concentration of smaller homes
- • Limits parties
- • May be difficult to enforce
- • Cannot limit parking on-street
- • Reduces parking issues
- • Limits parties
- • Could eliminate many units in traditional resort areas
- • Reduces parking, noise, and traffic issues
- • Limits flexibility for owners and visitors
- • Avoids liability and burden on private owners
- • Limits flexibility for owners
- • Makes visitors aware before renting
- • Reduces noise and parties
<table>
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<td><strong>OBJECTIVE: PRESERVE HOUSING STOCK</strong></td>
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</table>
| Prohibit Vacation Rentals in R1 Zone unless in Vacation Rental Overlay Zone | • Protects urban residential housing stock  
• Preserves residential integrity of neighborhoods  
• Could still allow in Vacation Rental Overlay  
• Existing permitted uses can continue  
• Housing Element policy | • Limits owner options  
• Vacation Rental Overlay is costly and requires notices and hearings  
• Some owners may not agree to the Overlay  
• Existing permitted uses continue in problem areas |
| No permits until vacancy rates are over 5% | • Limits conversion of stock during tight markets  
• Provides some flexibility for owners in good market  
• Existing permitted uses can continue | • Immediately freezes new permits  
• Reduces flexibility for owners |
| Cap total number of Vacation Rentals allowed | • Limits conversion of stock  
• Existing permitted uses can continue | • Difficult to administer  
• Artificial cap |
<table>
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<td><strong>OBJECTIVE: LEVEL THE PLAYING FIELD</strong></td>
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| **24/7 contact located within 30 miles** | • More responsive management  
• Easier to measure and enforce | • Less flexibility for owners and managers |
| **Require qualified Property Manager with training** | • Assists owners in best practices for management  
• Enhance responsiveness  
• May reduce problems with poor tenant selection | • Training takes time and costs  
• Owners not always trained  
• Less flexibility for owners |
| **Require reporting of all complaints and responses to 24/7 internet site or email within 8 hours** | • Better tracking of problems and responses  
• Increases accountability  
• Shifts responsibility to managers for reporting complaints | • May lead to revocation or non-renewal of permits with repeated complaints or failure to report  
• May lead to disqualification of property manager |
| **Impose larger penalties** | • Deterrent to noncompliance | • May be hardship |
| **Two year renewal** | • Eliminates problem Vacation Rentals  
• Increases scrutiny of renters  
• Allows flexibility to apply new rules in two years | • Carries risk for owners  
• May penalize owners for renters’ behavior |
| **3 violations = automatic revocation** | • Ensures enforcement  
• More effective than abatement process | • Reduces revenue for owners  
• Difficult to validate complaints |
Next Steps

Website comments through June 30 at: www.sonoma-county.org/VacationRentals

Policy Recommendations near end of July
Planning Commission Hearing Aug 13th
Board of Supervisors in Fall 2015

Questions? Email PRMD-VacationRentals@sonoma-county.org
Public Comment