

VACATION RENTALS

County of Sonoma

Tennis Wick, AICP, Director

04 November 2016



HISTORY

- **2011 Ordinance**
- **2014 Revision Begins**
- **2016 March Revised Ordinance Adopted**
- **2016 September Additional Planning/Tax Collector Staff**



SONOMA COUNTY TOURISM

- **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**

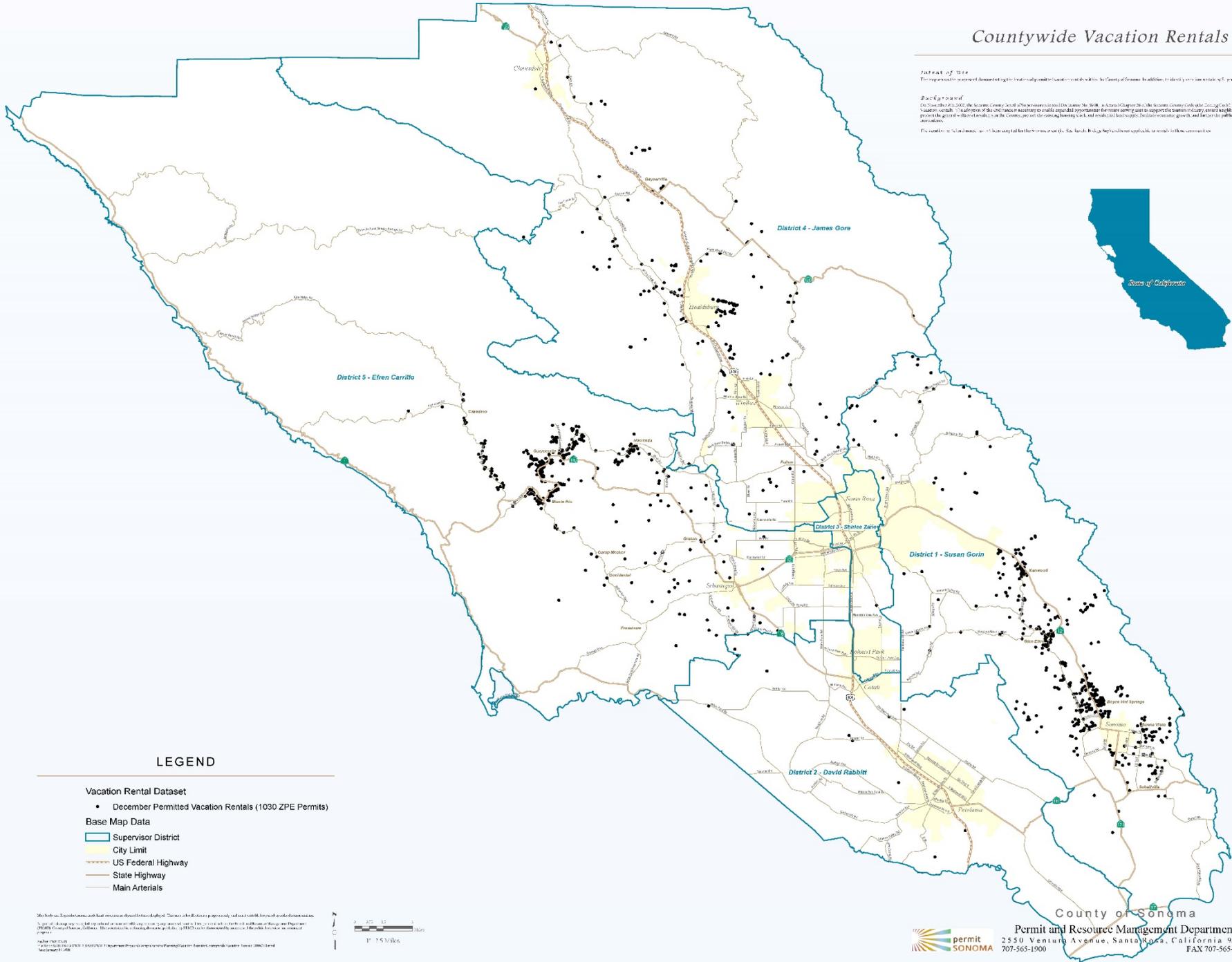


Countywide Vacation Rentals

TABLE OF USE
 This map is for general informational purposes only. It is not intended to be used for legal or financial purposes.

Background
 On December 15, 2015, the County Board of Supervisors adopted Ordinance No. 8006, a Second Chapter to the County Code, titled "Countywide Vacation Rental Ordinance". The purpose of this ordinance is to regulate the operation of vacation rental properties throughout the County, to ensure public safety, to protect the environment, to provide the general welfare of residents, to ensure the availability of housing for all, and to ensure the growth and development of the County in a manner consistent with the public interest.

The number of vacation rentals is not intended to be used for legal or financial purposes.



LEGEND

- Vacation Rental Dataset**
- December Permitted Vacation Rentals (1030 ZPE Permits)
- Base Map Data**
- Supervisor District
 - City Limit
 - US Federal Highway
 - State Highway
 - Main Arterials

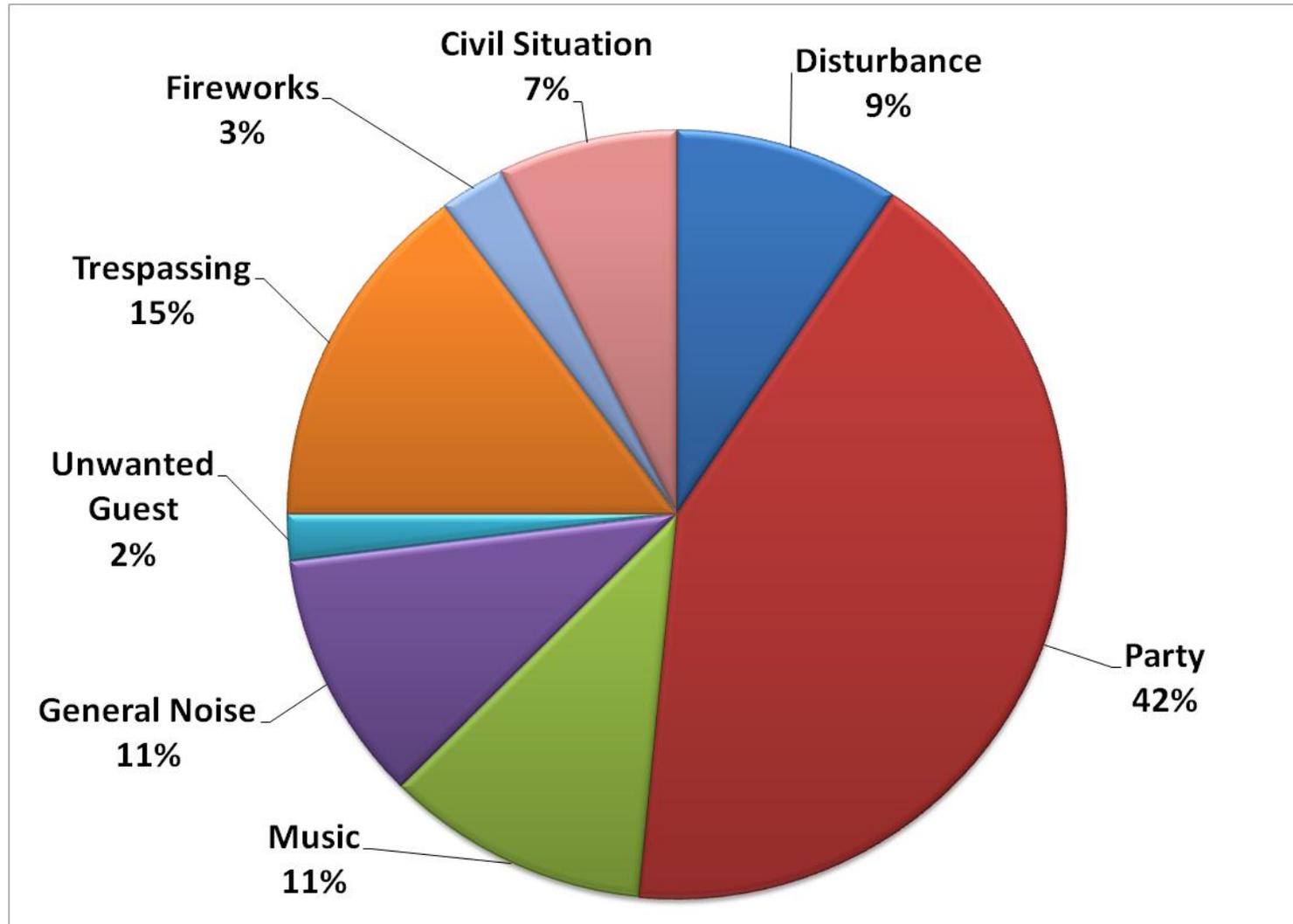
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SHERIFF CALLS BY COMPLAINT TYPE



BALANCE NEEDED

Tourism & Revenue

- ❑ **Transient Occupancy Tax Revenues**
- ❑ **Jobs in Tourism Industry**
- ❑ **Visitor Spending**
- ❑ **Income for Owners**
- ❑ **Base Economy in River Resort Areas**
- ❑ **Show Visitors Sonoma**

Neighborhood Concerns

- ❑ **Loss of Housing Stock**
- ❑ **Noise, Parties**
- ❑ **Commercialization**
- ❑ **Loss of Residential Character**
- ❑ **Safety Concerns**
- ❑ **Traffic, Parking**
- ❑ **Loss of Neighbors**

GOALS

- Educate property managers through training and certification program
- Provide information on property limits to potential renters upfront
- Increase responsibility of property managers to report and respond to complaints
- Improve enforcement tools when problems arise including a new citation program

MONITORING AND ENFORCEMENT

Citation Program

- **Citation Program**
 - **Allows County agents to cite offenders for violation of performance standards**
 - **Avoids need for neighbors to make citizens arrest**
 - **Citations are appealable in Sonoma County**
 - **Multiple citations may result in revocation of Vacation Rental permit**

Revocation

- **3 Strikes Summary Revocation**
 - **Only verified complaints or citations count**
 - **If revoked, may not re-apply for 2 years**

Questions?

