Short-Term Vacation Rentals
A Summary Review of Palmetto Dunes

March, 2019
Nationwide Vacation Rental Trends

- Demand for short-term rentals increased 81% between 2012 and 2017 and is predicted to increase 59% between 2017 and 2022
- Professionally managed properties → VRBO
- Larger groups in rental properties
- Increased focus upon cost per person per night

Response

- Desire to manage noise, traffic, parking and “sense of community”
- Try to balance the needs of owners who rent with those who do not
- Typical courses of action:
  - Look the other way
  - Manage short-term vacation rentals (with varying degrees of “friendliness”)
  - Ban short-term vacation rentals
Trends in Palmetto Dunes

- Growing number of rental guests
- Increasing noise complaints
- Shrinking “Off season”
- Growing size of new homes
- New builds and sold properties join the rental market
Palmetto Dunes

Homes
One-Third on the Short-Term Market

Villas
Two-Thirds on the Short-Term Market

All of Palmetto Dunes
Half rent, half do not rent
Additional Palmetto Dunes Data and Analysis

**Compare Stated Occupancy vs. Common Standards**

- Consider if rentals have too many guests

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<tr>
<th></th>
<th>Percent over 2 People per Bedroom + 2</th>
<th>Percent over 2 People per Bedroom + 4</th>
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<tbody>
<tr>
<td><strong>Palmetto Dunes</strong></td>
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<tr>
<td>Rental Homes</td>
<td>44%</td>
<td>16%</td>
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<tr>
<td>Rental Villas</td>
<td>38%</td>
<td>3%</td>
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<tr>
<td>Total Rentals</td>
<td>40%</td>
<td>8%</td>
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<tr>
<td><strong>Leamington</strong></td>
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<tr>
<td>Total (Rental Villas)</td>
<td>17%</td>
<td>1%</td>
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<td><strong>Shelter Cove</strong></td>
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<td>Total (Rental Villas)</td>
<td>1%</td>
<td>0%</td>
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**Review 2018 Traffic, Security Calls and Citation Data**

- Identify any major trends
  - Total vehicular traffic
  - Rental pass volume

- See if differences exist between rentals vs. non-rentals for:
  - Noise Complaints
  - Traffic Accidents
  - Citations
  - Etc.
A Review of World-Class Resort Towns
Approaches Used by World-Class Towns

1. Clear Definitions
   - Duration of “Short-Term Rental” (generally less than 30 days)
   - Owner present/not-present requirements
   - Parking and occupancy limits
   - Any fine policies

2. Annual Registration
   - Building, safety and fire inspections
   - Registration of rentals—enabling owners/management to be quickly contacted
   - Requirement for management company to be on site within one hour if called
   - Signs in every rental property citing rules: noise, parking, occupancy, trash, etc.
   - 24 hour “hotline”
   - Defined building occupancy and parking limits
   - Inclusion of permit numbers in advertisement
   - Non-automatic renewals

3. Ongoing Enforcement (by neighbors, communities and property agent)
   - Fines split between renter and owner
     - Limited warnings or amnesty: owners are responsible if renters do not pay
   - Policies for repeat offenders
Where does this leave Palmetto Dunes?

- Leverage the work of other communities regarding short-term rentals
- Explore ideas to **balance** Palmetto Dunes
- Obtain feedback from stakeholders
- Craft policies that work for **all** of Palmetto Dunes
  - Not an effort to ban short-term rentals - we want and need rentals
- Establish a committee to achieve the above