

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



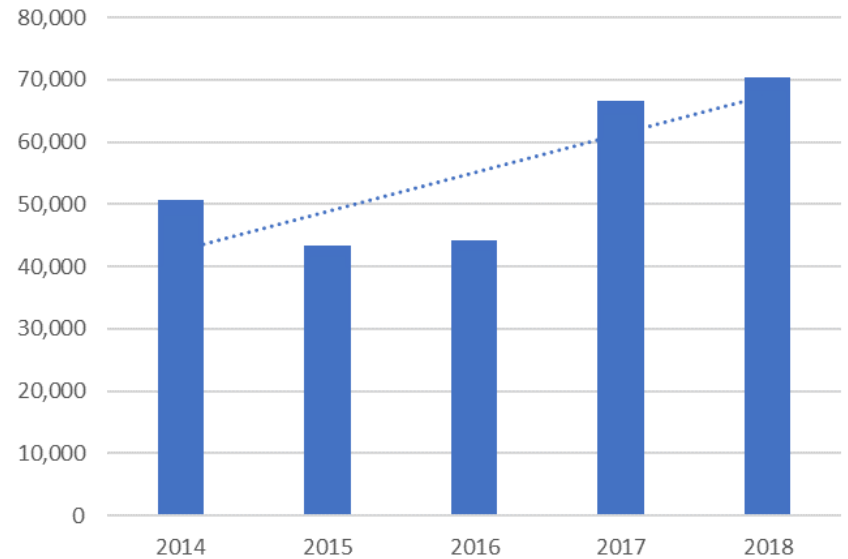
Response

- 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

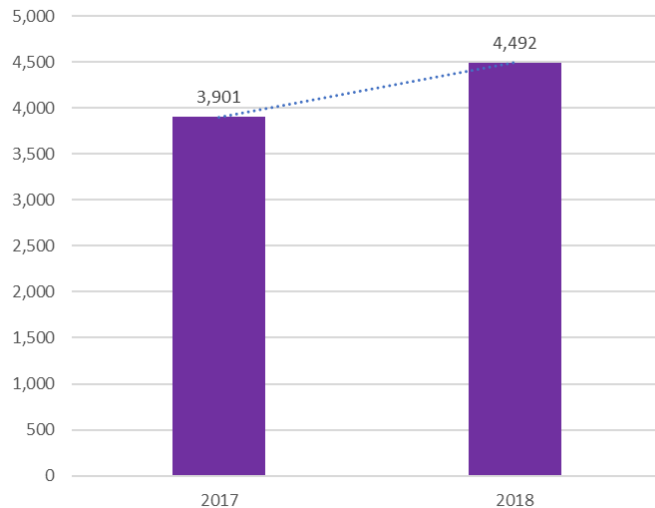
Trends in Palmetto Dunes

- 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

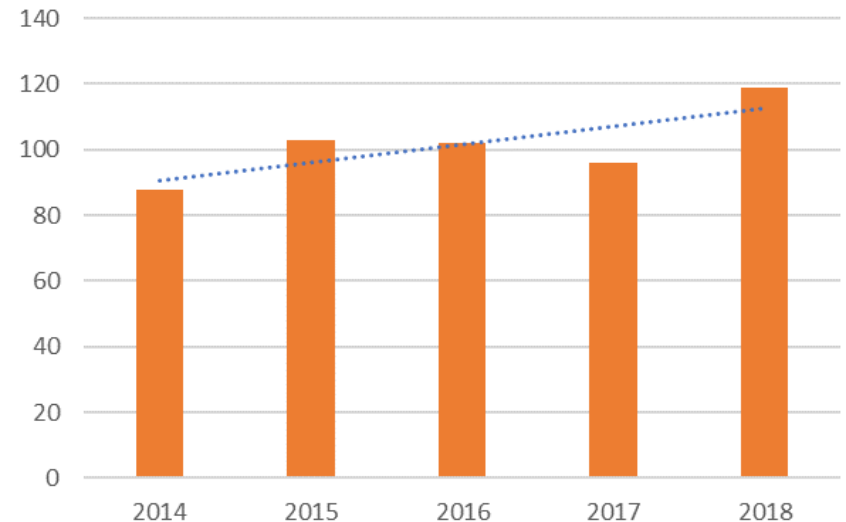
Rental Passes



New Home Heated Square Footage



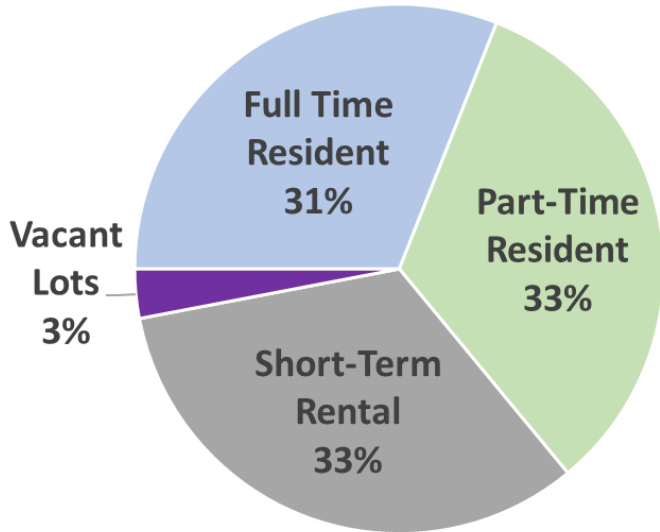
Noise Complaints



Palmetto Dunes

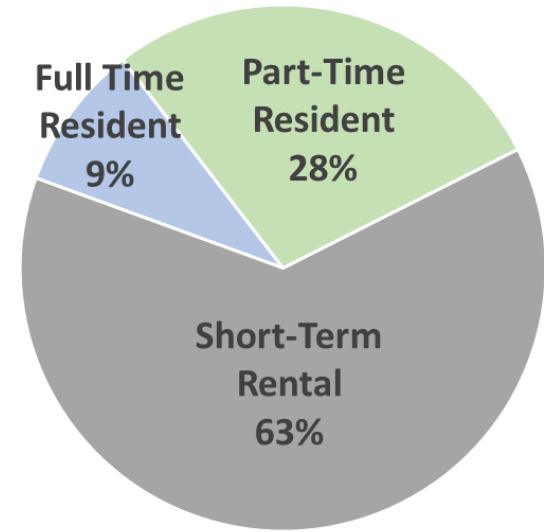
Homes

One-Third on the Short-Term Market



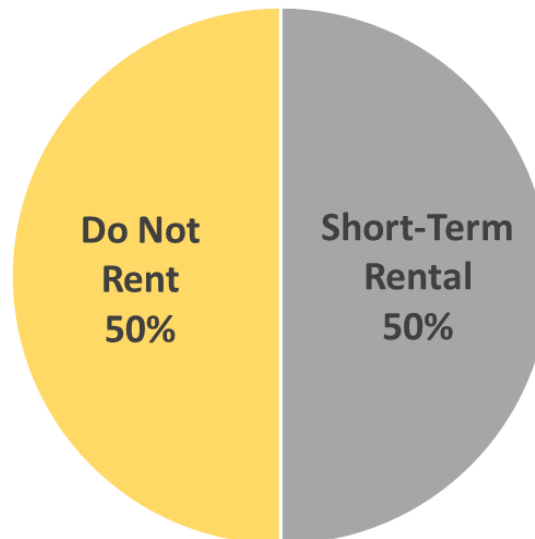
Villas

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

<i>Palmetto Dunes</i>	Percent over 2 People per Bedroom + 2	Percent over 2 People per Bedroom + 4
Rental Homes	44%	16%
Rental Villas	38%	3%
Total Rentals	40%	8%

<i>Leamington</i>	Percent over 2 People per Bedroom + 2	Percent over 2 People per Bedroom + 4
Total (Rental Villas)	17%	1%

<i>Shelter Cove</i>	Percent over 2 People per Bedroom + 2	Percent over 2 People per Bedroom + 4
Total (Rental Villas)	1%	0%

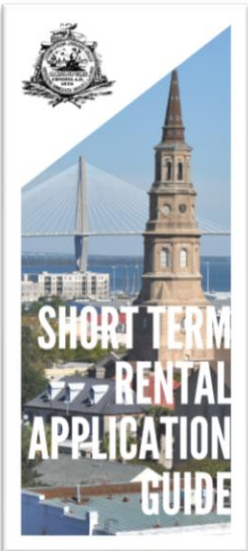
Review 2018 Traffic, Security Calls and Citation Data

- 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



Welcome to
Town of Jackson



Rental Policies for 2018

- ✓ New ordinances
- ✓ New submittal procedures

Short Term Rental Registration Form

City of Tybee Island Short Term Rental Registration Form

Property and Property Owner Information

Property Address: _____ Unit #: _____ Property Name: _____

Type of Property: Single Family Home Condominium Townhome Apartment Other _____

Bedrooms: _____ Max Occupancy: _____ # Off street Parking Spaces: _____

Property Owner Name(s): _____

Owner Info

City, State, Zip: _____

Owner's Physical Address: _____

City, State, Zip: _____

Phone: _____ Mobile: _____ Email address: _____

Property Management Information

Name / Self Manager: _____ Property Manager: _____ Other/Local Operator: _____

Property Management Company Name: _____

Management

Property Management Mailing Address: _____ Tybee Island Business License Number: _____

City, State, Zip: _____

Manager's Physical Address: _____

City, State, Zip: _____

Manager's email: _____ Contact Person/Title: _____

Company Phone #: _____ Manager 24 hour Emergency Phone #: _____

Please check to indicate which mailing address correspondence from the City of Tybee will be sent.

BEAUFORT SOUTH CAROLINA

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- Permitting
- Site Planning
- Site Reviews
- Site Plans
- Site Plans
- Site Plans

Short Term Rentals

Quick Facts:

What is Short-Term Rental?

Short-Term Rental (STR) is defined as the use of a residential property for a period of 30 days or less for the purpose of short-term stays.

What are the requirements?

This is a permitted conditional use of a residential property for the State of South Carolina. STRs are subject to a permit as a conditional use. STRs are subject to a permit as a conditional use. STRs are subject to a permit as a conditional use. STRs are subject to a permit as a conditional use.

Short-Term Rental Process & Links

Short-Term Rental Process: [Click Here](#)

For further information, please contact the Planning Department at 843.242.2444 or visit our website at [www.beaufortsc.gov](#).

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