

## ATTACHMENT 3

**From:** [Briana Pawka](#)  
**To:** [\\_CityCouncilListPublic](#)  
**Subject:** 311 APP/Airbnb Occupancy Tax  
**Date:** Friday, September 6, 2019 12:47:05 PM  
**Attachments:** [C314D2F3-16CC-4C10-B8A0-359931D5256C.png](#)

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We NEED to collect an occupancy tax on Airbnb and like companies. Don't whine to me that you don't have revenue possibilities and we need to sell our souls and environment to Iron Man.

Also we need 311 app, not to be titled "my Santa Rosa." Please ask San Francisco for details, their 311 Smart phone application is impeccable. This allows people to report problems (trash, down signs, traffic obstructions) easily, quickly and reliably.

Please please please please please.

**From:** [Trupiano, Nicole](#)  
**To:** [2xntryx@gmail.com](mailto:2xntryx@gmail.com)  
**Cc:** [CMOffice](#)  
**Subject:** FW: [EXTERNAL] airbnb in residential area  
**Date:** Thursday, October 17, 2019 10:00:52 AM

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Hello,

Please see the below response from Supervising Planner, Bill Rose. His contact information is also below if you have questions.

Thank you.

*A transient vacation rental is not expressly described in the Zoning Code. As such, the City's practice is to consider this type of use as part of the single family use of a property, with no distinction between the transient or permanent nature of the tenancy.*

**Bill Rose, AICP | Supervising Planner**

Planning & Economic Development

100 Santa Rosa Avenue, Room 3

Santa Rosa, CA 95404

Tel. (707) 543-3253 | Fax (707) 543-3269 [wrose@srcity.org](mailto:wrose@srcity.org)



**Nicole Trupiano | Administrative Secretary**

Planning & Economic Development | 100 Santa Rosa Ave, Rm 3 | Santa Rosa, CA 95404

Tel. (707) 543-3226 | Fax (707) 543-3030 | [NTrupiano@srcity.org](mailto:NTrupiano@srcity.org)

email signature cropped



**From:** mark gwin <[2xntryx@gmail.com](mailto:2xntryx@gmail.com)>

**Sent:** Wednesday, October 16, 2019 11:04 AM

**To:** CMOffice <[CMOffice@srcity.org](mailto:CMOffice@srcity.org)>

**Subject:** [EXTERNAL] airbnb in residential area

**We have been notified by our neighbor that they are converting their home into a vacation rental. What restrictions are there on this in a R-1 zoning area? Are special permits required? What protections/limitations does the city have on this in residential areas?**

**Mark Gwin**

**4100 Rainier Ave**

**Santa Rosa, CA 95405**

**[xntryx2@gmail.com](mailto:xntryx2@gmail.com)**

**From:** [Sandy Metzger](mailto:Sandy.Metzger@sonoma-county.org)  
**To:** [bos@sonoma-county.org](mailto:bos@sonoma-county.org)  
**Cc:** [susan.gorin@sonoma-county.org](mailto:susan.gorin@sonoma-county.org); [David Rabbit](mailto:David.Rabbit@sonoma-county.org); [shirlee.zane@sonoma-county.org](mailto:shirlee.zane@sonoma-county.org); [james.gore@sonoma-county.org](mailto:james.gore@sonoma-county.org); [lynda.hopkins@sonoma-county.org](mailto:lynda.hopkins@sonoma-county.org); [CMOffice](mailto:CMOffice@sonoma-county.org)  
**Subject:** [EXTERNAL] Moratorium on Vacation Rentals  
**Date:** Monday, June 1, 2020 9:21:36 PM

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Dear Supervisors,

I understand you are considering once again tampering with the rules on vacation rentals in the county: another moratorium and even capping the number allowed.

We vacation rental owners have complied with all the imposed coronavirus shutdown rules. We have collectively lost millions of dollars along with the county and city having lost thousands in TOT and bed tax dollars. We personally have lost thousands of dollars that in the past we have relied upon to make ends meet.

**You have kept us from doing legitimate business. You have kept us from earning a living. You have restrained our right to commerce. You have controlled the use of our private property.**

You think we can just switch our vacation rentals to “affordable housing”? Well, you are SO wrong. Vacation rentals are for out-of-towners who come here to enjoy our wonderful county. They come here for weddings, wine tastings, Ironman, bike rides, restaurants. Most vacation rentals do not have full kitchens (and cannot be converted)—because our guests come here to savor the foods of our wonderful restaurants. They don’t come to cook!

You cannot force us to turn our rentals into affordable housing. My husband and I would NEVER accede to that, and that includes Section 8 or the homeless. Period. This would be an authoritarian move; is that what you intend? You are lowering the value of our property if we cannot use our cottage as a vacation rental as we wish.

Is that your intention, to close us down forever? Are the big hotels behind this move? Is Dr. Mase? If you’d let ALL construction continue during the coronavirus crisis, we might have more affordable housing on the horizon. I can’t imagine the justification for disallowing all housing construction these past several months. (Dr. Mase again?)

Don’t you wish to encourage vacationers to come here, especially now that rules are loosening about outdoors dining and wine tastings, biking and beaches? Do you wish to continue to discourage this commerce which is so important to the economic health of the city and county? (Not everyone wants to stay in a hotel, especially when it’s been used to house the homeless and COVID patients!)

We require the option to rent our detached cottage short term for the extra income to help us defray expenses, not to mention our taxes going down the black hole of homelessness.

Who has gotten to you? What are you thinking?

Sandy Metzger  
Santa Rosa

**From:** [Mahre, Kali](#)  
**To:** ["Anne Fenlon"](#)  
**Subject:** RE: [EXTERNAL] Vacation rentals  
**Date:** Wednesday, August 26, 2020 1:52:08 PM  
**Attachments:** [image003.png](#)

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Good afternoon Ms. Fenlon,

Per the Council's adopted Manual of Procedures and Protocols, only Council Members may place items on a future agenda. Anyone from the public can make a request to the Mayor and Council indicating their desire for Council to place a specific item for discussion but ultimately, it is at the Council's discretion to do so.

**Kali Mahre | Senior Administrative Assistant**

City Manager's Office | 100 Santa Rosa Avenue, Room 10 | Santa Rosa, CA 95404

Tel. (707) 543-3011 | Fax (707) 540-3030 | [kmahre@srcity.org](mailto:kmahre@srcity.org)

*Please note, if you do not receive a reply on a Tuesday afternoon, I am assisting with the City Council meeting.*



**Please note: The City of Santa Rosa has closed most of its public counters until further notice to help curb a resurgence of coronavirus infections occurring in Sonoma County and statewide.**

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**From:** Anne Fenlon <cafenlon2@gmail.com>

**Sent:** Friday, August 21, 2020 4:17 PM

**To:** Mahre, Kali <KMahre@srcity.org>

**Subject:** Re: [EXTERNAL] Vacation rentals

I know that was the B of Sups.

We have made complaints on an Airbnb next door to us and met with the Planning/ Code staff.

Currently The City of SR does nothing to regulate these hotels in our neighborhoods.

That needs to change for the benefit of affordable housing, Covid safety in our neighborhood, and public health of full time citizens of Santa Rosa.

How do we get on the City Council agenda?

Wear a mask save your lungs

Anne

On Aug 21, 2020, at 12:43 PM, Mahre, Kali <[KMahre@srcity.org](mailto:KMahre@srcity.org)> wrote:

Good afternoon Anne,

Thank you for taking the time to express your thoughts with the Santa Rosa City Council. We appreciate input from our community.

The decision you are mentioning was made by the Sonoma County Board of Supervisors. To share your thoughts with them, you can email [bos@sonoma-county.org](mailto:bos@sonoma-county.org).

**Kali Mahre | Senior Administrative Assistant**

City Manager's Office | 100 Santa Rosa Avenue, Room 10 | Santa Rosa, CA 95404

Tel. (707) 543-3011 | Fax (707) 540-3030 | [kmahre@srcity.org](mailto:kmahre@srcity.org)



*Please note, if you do not receive a reply on a Tuesday afternoon, I am assisting with the City Council meeting.*



**PLEASE NOTE: The City Manager's Office is currently closed to help curb a resurgence of coronavirus infections occurring in Sonoma County and nationwide.**

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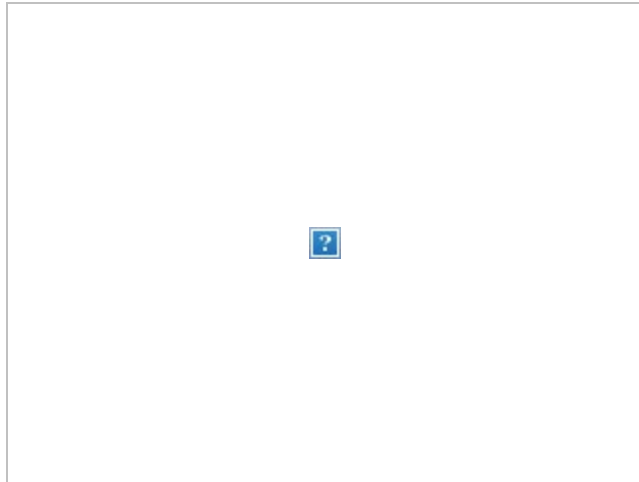
**From:** Anne Fenlon <[cafenlon2@gmail.com](mailto:cafenlon2@gmail.com)>

**Sent:** Wednesday, August 19, 2020 2:38 PM

**To:** \_CityCouncilListPublic <[citycouncil@srcity.org](mailto:citycouncil@srcity.org)>

**Subject:** [EXTERNAL] Vacation rentals

Smart idea as our neighborhood has 3 within two blocks.



Wear a mask

Anne

**From:** [Christine Foster](#)  
**To:** [CMOffice](#)  
**Cc:** [Dave Foster](#)  
**Subject:** RE: [EXTERNAL] 5054 Sunhawk, Santa Rosa Ca 95409 Vacation Rental Information.  
**Date:** Thursday, September 24, 2020 10:48:42 AM  
**Attachments:** [image001.png](#)

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Thank you so much for your prompt response Kali, very much appreciated.

It is a shame that the City of Santa Rosa does not have similar rules for vacation rentals as the County of Sonoma since the City is within the county.

I am very disappointed that I have no power as a neighbor of a vacation rental but to call the police when unruly transient occupant are disturbing the peace late at night.

How do I go about changing the rules?

Thank you for your help.

CHRISTINE FOSTER

Wealth Advisor

3033 Cleveland Ave, Ste 100

Santa Rosa Ca 95403

For immediate assistance, please call our administrative line at 707-576-5040.

Redwood Credit Union

CUSO Financial Services, L.P.

Direct Phone:707-576-5117 | Admin Phone: (707)576-5040 | Fax: (707) 576-5024 Mailing Address:

PO Box 6104, Santa Rosa, CA 95406-0104 e-mail address: [cfoster@redwoodcu.org](mailto:cfoster@redwoodcu.org)

<https://www.redwoodcu.org/personal/investment-services>

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**From:** CMOffice <[CMOffice@srcity.org](mailto:CMOffice@srcity.org)>

**Sent:** Thursday, September 24, 2020 9:37 AM

**To:** Christine Foster <[cfoster@redwoodcu.org](mailto:cfoster@redwoodcu.org)>

**Subject:** RE: [EXTERNAL] 5054 Sunhawk, Santa Rosa Ca 95409 Vacation Rental Information.

Good morning Ms. Foster,

Thank you for taking the time to express your thoughts with the City Manager. We appreciate input from our community. The City Manager has received your email.

The City does not regulate vacation rentals such as AirBnB or other types of short-term rentals as a land use separate and distinct from a residential land use, although it does regulate bed and breakfast uses. Therefore, we would not require permits for vacation rental uses. There are tax implications for such activities and those are described in more detail in the [Transient Occupancy Tax FAQs](#).

If you have any further questions, you may contact [planning@srcity.org](mailto:planning@srcity.org).

**Kali Mahre | Senior Administrative Assistant**

City Manager's Office | 100 Santa Rosa Avenue, Room 10 | Santa Rosa, CA 95404

Tel. (707) 543-3011 | Fax (707) 540-3030 | [kmahre@srcity.org](mailto:kmahre@srcity.org)

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**From:** Christine Foster <[cfoster@redwoodcu.org](mailto:cfoster@redwoodcu.org)>  
**Sent:** Wednesday, September 23, 2020 2:11 PM  
**To:** CMOOffice <[CMOffice@srcity.org](mailto:CMOffice@srcity.org)>  
**Subject:** [EXTERNAL] 5054 Sunhawk, Santa Rosa Ca 95409 Vacation Rental Information.

Hello and good morning,

Can you please provide me the information needed on the above mentioned vacation property rental. I am a neighbor and have witnessed several excessive night time noise incidents and would like to be able to contact the property manager when this happens.

I also would like to get the posting neighbor notification and permit standards, requirements for all internet advertisements and listings.

I understand that I can get this information provided to me upon request.

I was never informed the property received a permit to function as a vacation rental, several neighbors, including myself, have been very unhappy and frustrated by the amounts of people the property is rented to (at times 14 plus) and the amount of late night noise created by the people renting the house, younger crowd, in their 20's partying and yelling all night long.

I appreciate any help you can give me in this matter, thank you very much.

Looking forward to hearing back from you soon, have a great rest of the day.

CHRISTINE FOSTER

Wealth Advisor

3033 Cleveland Ave, Ste 100

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**From:** [Deborah Jones](#)  
**To:** [susan.gorin@sonoma-county.org](mailto:susan.gorin@sonoma-county.org); [\\_CityCouncilListPublic](#); [cityhall@sonomacity.org](mailto:cityhall@sonomacity.org)  
**Subject:** [EXTERNAL] Vacation rental comment from home owner  
**Date:** Monday, September 7, 2020 10:27:04 AM

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Please add my tax paying dollars vote to LIMIT more vacation rentals. Actually, I wish the requirements in place were *actually enforced*. I live on a private driveway with a cluster of seven homes, three of which are vacation rentals—two have NO local managers for noise enforcement. Multiple times I've call owners and tell them 'if I'm awake, you're awake". IF any of you are interested in pursuing this, I'll provide the addresses.

Also, there really should be a requirement for listings to accurately represent the house and its location. The rentals are small houses with teeny multiple "bedrooms" saying they sleep eight, so groups converge and party hardy. I have resisted calling Sheriffs because the treat doesn't rise to that response, it's only grossly annoying but not dangerous. (Unless I unleash my anger) haha

Thank you for your attention to this ongoing problem. I'm not opposed to vacation rentals and want the income for the county but not the covid germs or disrespect for where they are.  
Deborah

DEBORAH JONES STUDIO  
[deborah@deborahjonesstudio.com](mailto:deborah@deborahjonesstudio.com)  
cell: 415.990.0724  
IG: @djonesstudio  
web: [deborahjonesstudio.com](http://deborahjonesstudio.com)

THE FRENCH LAUNDRY, PER SE by @chefthomaskeller will be published October 27, 2020 and you can preorder it today, online or at any bookstore.

**From:** [Christine Foster](#)  
**To:** [CMOffice](#)  
**Cc:** [Dave Foster](#)  
**Subject:** RE: [EXTERNAL] 5054 Sunhawk, Santa Rosa Ca 95409 Vacation Rental Information.  
**Date:** Thursday, September 24, 2020 10:48:42 AM  
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Thank you so much for your prompt response Kali, very much appreciated.

It is a shame that the City of Santa Rosa does not have similar rules for vacation rentals as the County of Sonoma since the City is within the county.

I am very disappointed that I have no power as a neighbor of a vacation rental but to call the police when unruly transient occupant are disturbing the peace late at night.

How do I go about changing the rules?

Thank you for your help.

CHRISTINE FOSTER

Wealth Advisor

[REDACTED]  
[REDACTED]  
For immediate assistance, please call our administrative line at 707-576-5040.

Redwood Credit Union

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[REDACTED]  
[REDACTED]  
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**From:** CMOffice <CMOffice@srcity.org>

**Sent:** Thursday, September 24, 2020 9:37 AM

**To:** Christine Foster <cfoster@redwoodcu.org>

**Subject:** RE: [EXTERNAL] 5054 Sunhawk, Santa Rosa Ca 95409 Vacation Rental Information.

Good morning Ms. Foster,

Thank you for taking the time to express your thoughts with the City Manager. We appreciate input from our community. The City Manager has received your email.

The City does not regulate vacation rentals such as AirBnB or other types of short-term rentals as a land use separate and distinct from a residential land use, although it does regulate bed and breakfast uses. Therefore, we would not require permits for vacation rental uses. There are tax implications for such activities and those are described in more detail in the [Transient Occupancy Tax FAQs](#).

If you have any further questions, you may contact [planning@srcity.org](mailto:planning@srcity.org).

**Kali Mahre | Senior Administrative Assistant**

City Manager's Office | 100 Santa Rosa Avenue, Room 10 | Santa Rosa, CA 95404

Tel. (707) 543-3011 | Fax (707) 540-3030 | [kmahre@srcity.org](mailto:kmahre@srcity.org)

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**From:** Christine Foster <[cfoster@redwoodcu.org](mailto:cfoster@redwoodcu.org)>  
**Sent:** Wednesday, September 23, 2020 2:11 PM  
**To:** CMOOffice <[CMOffice@srcity.org](mailto:CMOffice@srcity.org)>  
**Subject:** [EXTERNAL] 5054 Sunhawk, Santa Rosa Ca 95409 Vacation Rental Information.

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I appreciate any help you can give me in this matter, thank you very much.

Looking forward to hearing back from you soon, have a great rest of the day.

CHRISTINE FOSTER  
Wealth Advisor

[REDACTED]  
[REDACTED]

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Redwood Credit Union  
CUSO Financial Services, L.P.

[REDACTED]  
[REDACTED]

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December 6, 2020

Dear Santa Rosa City Council,

First order of business, let me state that we are vacation home owners (not in the U.S but in Italy). We understand the reality that folks from one area are coming to another area My family of 5 (Roberto, Lisa, Giada, Franco & Rocco)) request that the City Council address rules and regulations regarding short term rentals in our neighborhood, promptly!

The short-term rental businesses (e.g. VRBO, Airbnb, VACASA etc.) are popping-up in our neighborhood . These houses are being purchased by LARGE corporations without concern about our neighbors or zoning. The owners are not on-site. They have no idea what day-to-day life looks like.

Our home is located at 2314 Sunrise Ave., it is at the intersection of 3 stop signs. It seems like the stop signs are only "suggestions". We have three young children who like to ride their bikes and go on walks, especially NOW more than ever since the must do SCHOOL AT HOME!!

We saved our money, worked very hard to purchase a safer, quieter neighborhood! We did not move here to live near mini-motels.

We have become aware of 5 known short term rentals in the Montecito area, with more possibly on the way! The nearest rental to us is [REDACTED], with 11 bedrooms and 7 bathrooms. This means many visitors on our roads that do not obey the road signs or speed limits.

There is a VERY large concern amongst us all here about corporate owned Airbnb's and other that are in the Proctor/Montecito Heights neighborhood. There is NO need to infiltrate small "motels" into our neighborhood.

We ask that the City Council should establish a formal policy protecting residential neighborhoods in Santa Rosa!

Thank you for reading my letter.

Sincerely, Lisa Bellavia

**From:** [noreply@granicusideas.com](mailto:noreply@granicusideas.com)  
**To:** [City Council Public Comments](#)  
**Subject:** [EXTERNAL] New eComment for City Council  
**Date:** Sunday, December 6, 2020 11:36:56 AM

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[SpeakUp](#)

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## New eComment for City Council

Johanna Zetterberg submitted a new eComment.

Meeting: City Council

Item: 13. PUBLIC COMMENT ON NON-AGENDA MATTERS

eComment: Johanna Zetterberg, Montecito Heights Santa Rosa needs guidelines to regulate short term rentals without delay. These are dangerous and disruptive hotels allowed to operate in residential neighborhoods without the consent or input of neighbors. The health, safety and livability issues my neighborhood is experiencing as a result of vacation rentals include: illegal and reckless driving on our roads threatening children, pets, joggers, walkers, and bikers; excessive trash and sanitation issues; and increased Covid 19 risk from transients from outside our community gathering in large numbers and not observing our local health ordinances. These behaviors have been frequently observed and documented by my neighbors. The longer vacation rentals go unregulated in Santa Rosa, the longer our community is unnecessarily exposed to these and other risks. My requests to the City Council are to immediately: - Become educated on what problems vacation rentals have introduced to other communities, and what actions jurisdictions have taken to regulate short term rentals. - Develop an action plan to address this issue, including 1) a schedule of dates by which the City can commit to key actions toward regulating short term rentals, and 2) specific opportunities for Santa Rosa city residents to provide input on policy options, draft guidelines and other milestones in the decision-making process. - Take steps to align short term rental activity with the established health, safety and livability values and aspirations held by the City and reflected in guidance documents such as the Santa Rosa General Plan. Beyond the urgent action needed of establishing regulations, I encourage the City Council to explore mechanisms to 1) fund enforcement of regulations put in place, and 2) enable greater transparency and tracking of actionable information related to short term rentals such as listing locations, ownership type, and violation history. Thank you for your prompt attention to this matter. Johanna

[View and Analyze eComments](#)

**From:** [Mahre, Kali](#)  
**To:** [Meads, Shari](#)  
**Subject:** FW: [EXTERNAL] Are Airbnb or VRBO rentals allowed in the city of Santa Rosa?  
**Date:** Wednesday, January 27, 2021 4:37:29 PM

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Good afternoon Shari,

Would you be able to assist me in a response to Mr. Smith? I know you and I have corresponded previously about short term vacation rentals.

I'm happy to ask him clarification because I'm not certain on what his question is...

**Kali Mahre | Administrative Secretary**

Planning and Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404  
Tel. (707) 543-3226 | [kmahre@srcity.org](mailto:kmahre@srcity.org)



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**From:** Andrew Smith <a.asmith@comcast.net>  
**Sent:** Wednesday, January 27, 2021 2:53 PM  
**To:** Mahre, Kali <KMahre@srcity.org>  
**Subject:** [EXTERNAL] Are Airbnb or VRBO rentals allowed in the city of Santa Rosa?

Kali,

Greetings. I could not find information on the Santa Rosa website for this question and I know that you work in the city manager's office. So perhaps you could let me know what the city's policy is on my question.

There was a house in my neighborhood recently sold last year. It was upgraded but no one has moved in. There is a lockbox on the front door and supposedly the new owner lives in San Francisco. So don't know if it is going to be used as a second home for the owner which is their right.

Or a rental and that is their right also but was not sure if the rental was less than 30 days falling under the vacation rental designation as opposed to a traditional landlord renting the house out yearly.

Any information you can send me would be much appreciated. Thanks.

Andrew Smith  
Santa Rosa

**From:** [Planning Shared](#)  
**To:** [Rob Ayala](#)  
**Subject:** RE: [EXTERNAL] question about cultural heritage.  
**Date:** Thursday, February 25, 2021 7:43:00 AM

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Hello,

Currently, the City does not regulate vacation rentals such as AirBnB or other types of short-term rentals as a land use separate and distinct from a residential land use, although it does regulate bed and breakfast uses. Therefore, we would not require permits for vacation rental uses at this time. There are tax implications for such activities and those are described in more detail on this page: <https://srcity.org/211/Transient-Occupancy-Tax>

Best to you,

**Kimberly Hopwood | Senior Administrative Assistant**

Planning Division | 100 Santa Rosa Ave | Santa Rosa, CA 95404  
Tel. (707) 543-4690 | Fax (707) 543-3269 | [khopwood@srcity.org](mailto:khopwood@srcity.org)



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**From:** Rob Ayala <dreadpiraterobby@gmail.com>  
**Sent:** Wednesday, February 24, 2021 9:46 PM  
**To:** Planning Shared <planning@srcity.org>  
**Subject:** Re: [EXTERNAL] question about cultural heritage.

thank you for the information. Are you the correct department to ask about a vacation rental permit for this house as well? Is santa rosa issuing them for city limits in railroad square? please let me know. If so how can I apply and what are the requirements. Thank you! If not can you direct me to the correct email address?

On Mon, Feb 22, 2021 at 9:23 AM Planning Shared <[planning@srcity.org](mailto:planning@srcity.org)> wrote:

Hello Rob,  
According to our [Landmark Alteration Permits code section](#), minor building renovation or restoration involving the repair or replacement of broken or damaged materials requires a [minor Landmark Alteration Permit](#). This is reviewed by the Zoning Administrator at a public meeting. A building permit will also be required after the Landmark Alteration is issued.

Thanks,

Conor McKay  
City Planner

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**From:** Rob Ayala <[dreadpiraterobby@gmail.com](mailto:dreadpiraterobby@gmail.com)>  
**Sent:** Friday, February 19, 2021 1:59 PM  
**To:** Planning Shared <[planning@srcity.org](mailto:planning@srcity.org)>  
**Subject:** [EXTERNAL] question about cultural heritage.

Hi I am in escrow in a house in railroad square the historic distric. It is a stucco building. Per the inspector I may need to demo the stucco and resheathe the wall and then restucco since the wall behind it is dryroted. Im wondering if this would trigger a design review? Or be a problem with the cultural heritage board?

the address is [REDACTED].

also would i need a building permit for this?

Thank you.

I was referred this email by the building department. Thanks in advance

**From:** [Oswald, Jesse](#)  
**To:** [marlener@sonic.net](mailto:marlener@sonic.net)  
**Cc:** [Wesley, Shannon](#); [Mahre, Kali](#)  
**Subject:** RE: [EXTERNAL] Accessory Dwelling Units as an answer for emergency housing needs in Santa Rosa, CA  
**Date:** Monday, March 1, 2021 7:24:08 AM

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Good morning Ms. Russell,

My apologies for the delay in getting back to you and for the situation you are encountering in your neighborhood.

We will open a Code Enforcement case and investigate for potential violations of the ADU ordinance that requires rentals be of not-less than 30 days. We will also investigate the site for private property violations of zoning code and/or other infractions.

Please let me know if you have any questions.

Sincerely,

Jesse

**Jesse Oswald | Chief Building Official**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404  
Tel. (707) 543-3249 | Fax (707) 543-3219 | [joswald@srcity.org](mailto:joswald@srcity.org)



---

**From:** Marlene Russell <[marlener@sonic.net](mailto:marlener@sonic.net)>  
**Sent:** Monday, February 15, 2021 3:02 PM  
**To:** Rogers, Chris <[CRogers@srcity.org](mailto:CRogers@srcity.org)>  
**Cc:** \_CityCouncilListPublic <[citycouncil@srcity.org](mailto:citycouncil@srcity.org)>; Senator Mike McGuire <[Senator.McGuire@senate.ca.gov](mailto:Senator.McGuire@senate.ca.gov)>  
**Subject:** [EXTERNAL] Accessory Dwelling Units as an answer for emergency housing needs in Santa Rosa, CA

Mayor Chris Rogers  
City Council/City Hall  
100 Santa Rosa Avenue  
Santa Rosa, CA. 95404

Dear Mayor Rogers:

On March 3, 2020, the City Council of Santa Rosa adopted an urgency ordinance amending the Accessory Dwelling Unit (ADU) section of the Santa Rosa Zoning Code in compliance with the State Law.

By late March 2020, an ADU construction began at [REDACTED]. The original garage was removed, and a one-bedroom unit was built in its place. The pre-existing two-bedroom house remained intact.

There is a need for more affordable housing, and the neighbors all accepted this construction despite its very close proximity to the surrounding houses, disregard for all who have respectfully complied with the Cultural Heritage Board, and sadly the onerous appearance.

The purpose of this email is to communicate: this property owner has converted the main house to a short-term rental therefore defeating the purpose of the law that allowed the exemption of the building requirements of our Cultural Heritage Board.

<https://www.airbnb.com/rooms/46676877>

Most important the end result is a net loss for housing and not a gain. Prior to this ADU, there was a two-bedroom house available for rent. After the construction of the new one-bedroom ADU, there is a one-bedroom available for rent.

Parking must be addressed despite the fact that Burbank Gardens is less than one-half mile from the transit mall; it is very limited. The construction of this ADU unit removed the both the garage and the driveway. Please note the advertisement for the short-term rental states there is 'plenty of parking' which is clearly, not true.



Thank you for your time and consideration.

Sincerely yours,

Marlene Russell

[REDACTED]

[REDACTED]

**From:** [Planning Shared](#)  
**To:** [Ben LeBerthon](#)  
**Subject:** RE: [EXTERNAL] Nee some information.  
**Date:** Tuesday, March 16, 2021 12:09:00 PM  
**Attachments:** [image004.png](#)

---

Hello,

Currently, the City does not regulate vacation rentals such as AirBnB or other types of short-term rentals as a land use separate and distinct from a residential land use, although it does regulate bed and breakfast uses. Therefore, we would not require permits for vacation rental uses at this time. There are tax implications for such activities and those are described in more detail here: <https://srcity.org/211/Transient-Occupancy-Tax>

Kind regards,

**Kimberly Hopwood | Senior Administrative Assistant**

Planning Division | 100 Santa Rosa Ave | Santa Rosa, CA 95404  
Tel. (707) 543-4690 | Fax (707) 543-3269 | [khopwood@srcity.org](mailto:khopwood@srcity.org)



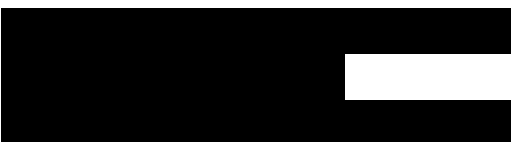
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**From:** Ben LeBerthon <ben@benleb.com>  
**Sent:** Tuesday, March 16, 2021 11:17 AM  
**To:** Planning Shared <planning@srcity.org>  
**Subject:** [EXTERNAL] Nee some information.

I have a client that is considering purchasing a home at [REDACTED] [REDACTED] to use as a vacation rental. I want to confirm that there are no restrictions or permits needed to do this at this time?

Ben LeBerthon  
Realtor/SFR/CHS  
DRE# 01210138

-----  
Coldwell Banker Residential Brokerage



E [ben@benleb.com](mailto:ben@benleb.com)

-----  
FIND ME ONLINE:

[www.sellswinecountry.com](http://www.sellswinecountry.com)

Ben LeBerthon has not verified information provided by others in written or other form, and assumes no legal responsibility for its accuracy. Buyers should investigate the accuracy of such information to their own satisfaction.

**From:** [Lyle, Amy](#)  
**To:** [De La Rosa, Raissa](#)  
**Cc:** [Rose, William](#); [Meads, Shari](#)  
**Subject:** RE: [EXTERNAL] Re:  
**Date:** Thursday, March 25, 2021 11:26:45 AM

---

Wow Raissa, what an amazing comprehensive response!! Thank you so much!

**Amy Lyle | Supervising Planner- Advance Planning**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 954  
Tel. (707) 543-3410 | Fax (707) 543-3269 | [ALyle@srcity.org](mailto:ALyle@srcity.org)



---

**From:** De La Rosa, Raissa <[RdelaRosa@srcity.org](mailto:RdelaRosa@srcity.org)>  
**Sent:** Friday, March 19, 2021 7:29 PM  
**To:** Lisa Kraus-Rayner <[cupcakechef@gmail.com](mailto:cupcakechef@gmail.com)>  
**Cc:** Lyle, Amy <[ALyle@srcity.org](mailto:ALyle@srcity.org)>; Rose, William <[WRose@srcity.org](mailto:WRose@srcity.org)>  
**Subject:** RE: [EXTERNAL] Re:

Hi Lisa –

One of your neighbors reached out to the City in January with similar concerns and asking for the development of an ordinance to address the issue. Below is the information I provided to him, which will give you a good understanding of where we are in that effort. Without this ordinance, unfortunately there is not much our code enforcement officers can do specific to the use of a property for short term rentals.

**Here's the information I referred to:**

The question of a short term stay (STS) policy was elevated to and first discussed at the Economic Recovery Task Force in October of last year, and remained on the agenda until the task force was retired. For those meetings we pulled together a staff group that includes planning, building, code enforcement, police, fire, ED and finance in order to explore the issues from multiple angles and to more effectively get input from the task force council reps. Specifically, what was identified and discussed was:

- The method by which we could regulate short term stays is through land use. Currently STS is a single-family land use and is allowable, so we'd have to create a new zoning code designation. This is what would give code enforcement and police something to react to, especially if, for example, homeowners offering their residence for STS were required to apply for a conditional use permit that could be revoked if violated.
- There are around 200 +/- registered STS in Santa Rosa, though we know an unknown number do not register with the City. The City has looked at the positives and negatives in contracting with the platforms and/or third-party firms for help on compliance, but there is still no policing mechanism. From a revenue perspective, funds from STS are relatively small.

- While we assume there have been more complaints related to STS, since 2016 only 17 calls specific to vacation rental complaints in the call log were found (*as of January 2020*). It was recognized that police receive the vast majority of the complaints, but we're clearly not capturing the impact of the problem in that venue.
- Certain neighborhoods seem to be impacted disproportionately more than others. With this, we discussed identifying/mapping overconcentration and high-risk areas, as well as public safety concerns in general (including road access, parking, illegal units...)

Where we are now:

- There is a recognized issue with staff capacity and competing priorities (e.g. health order enforcement, Glass Fire recovery/rebuild, immediate COVID related policy/program needs and responses, repeated emergency operations center assignments, ongoing council priority deliverables, etc.).
- Given the complexity of the issues that would need to be addressed in developing a new city-wide land use designation, councilmembers directed staff that they are looking for quality over speed in developing the ordinance, however they would like Finance to pursue agreements with the platforms and/or a third party to help monitor compliance.
- We are looking to build the data and map mentioned above.
- We've been asked to present both the revenue and expense potential related to a new policy and program

Importantly, as the economic recovery task force is now expired, we've just shifted back to holding the monthly Economic Development Subcommittee (Sawyer, Fleming, Alvarez), so this item will move to review and recommendation via this group. These standing meetings are on the second Tuesday of each month at 10am. The subcommittee has reviewed the project/program list from the task force (including this), identifying any new items the committee would like considered, and began to set priorities that include both economic recovery and ongoing economic development.

This is by no means comprehensive of the ongoing work on this subject. I do hope you understand it remains in active status on our plates, and, unless council redirects staff to expedite the process at the cost of something else, we'll keep moving it along as best we can.

Lastly, as the foundation of the issue is land use, I've copied supervising planners Amy Lyle and Bill Rose on this email as they are managing that element and may be best able to clarify or correct anything I've written thus far.

Best,  
Raissa

**Raissa de la Rosa | Economic Development Division Director**

Planning & Economic Development Department | 100 Santa Rosa Avenue | Santa Rosa, CA 95404  
Voice (707) 543-3059 | [rdelarosa@srcity.org](mailto:rdelarosa@srcity.org)



---

**From:** Lisa Kraus-Rayner <[cupcakechef@gmail.com](mailto:cupcakechef@gmail.com)>

**Sent:** Friday, March 19, 2021 6:50 PM

**To:** De La Rosa, Raissa <[RdelaRosa@srcity.org](mailto:RdelaRosa@srcity.org)>

**Subject:** [EXTERNAL] Re:

On Mar 19, 2021, at 3:07 PM, Lisa Kraus-Rayner <[cupcakechef@gmail.com](mailto:cupcakechef@gmail.com)> wrote:

Hello Raissa,

It was suggested that you would be the appropriate person to voice my concerns to about the unhosted short term rental situation we are experiencing. We moved to Santa Rosa seven years ago to buy our retirement home. We purchased a home in Montecito Heights off the main street for the quiet and privacy. We care for our property ourselves. Now we are exposed essentially to an events business (VRBO). Renters have no accountability to the neighbors. Many things concern us about this besides our privacy including they aren't familiar with the extreme fire danger.

What can we do to stop the influx of unhosted rentals? We need some regulation. I truly believe this reduces our property value and makes our homes harder to sell. I sent the below letter to Laura Salo who I believe you are familiar with.

Thank you for all the hard work you've done on the short term rental issues in our area. I was happy to see someone was working on the issues. I would like to be included in shared information on this subject please. We called the city a couple months ago when we realized a neighboring home to ours on Alta Vita had become a rental and found we had no recourse.

As of last week the VRBO rental at [REDACTED] has led us to question our future in Santa Rosa even though it was purchased as a retirement home.

We are very unhappy with the removal of all the foliage and trees done yesterday. The choice to remove so much foliage clearly did not consider the neighbors who live here full time. Our view has changed in one day from not seeing this house at all ever to seeing everything and every movement by the pool. We can see this not only from our yard but from inside our home. We already heard every word as it rises to our home

from the pool area with just a couple people. Now our privacy has been completely exposed to all renters and workers and the noise is compounded without the buffer of foliage. Having said this I realize they have the right to clear the property that belongs to them. Exposing us to renters and maintenance people on a regular basis is not tolerable.

I reached out to the property manager that apparently is the owner and she replied that "our privacy is not her concern". The listing says 12 max but also states sleeps 14 comfortably and is available for events.

<https://www.vrbo.com/9385300ha?adultsCount=8&noDates=true&unitId=8464133>

This is a second listing on Quail Ct. with the same manager neither listing has reviews.

<https://www.vrbo.com/1884313?noDates=true&unitId=2446824>

I'm sorry if this is too much information I guess I'm hoping for direction. Honestly I'm heartbroken they have destroyed our privacy. A fence or a wall will have to be installed or perhaps a for sale sign.

Would you be able to tell me who at the city to voice my concerns directly to? I plan to send a letter to city council soon. Also is it possible to find out if a new purchase is going to be a short term rental? The house next door to 1416 Quail Ct. was sold in November and we have yet to see anyone there except contractors.

Thanks so much again.

Very sincerely,  
Lisa

**From:** [Planning Shared](#)  
**To:** [Team O'Brien Real Estate](#)  
**Subject:** RE: [EXTERNAL] Probably a zoning question 514 Brown Street potential for a VRBO?  
**Date:** Monday, April 19, 2021 9:12:00 AM

---

Hello,

Currently, the City does not regulate vacation rentals such as AirBnB or other types of short-term rentals as a land use separate and distinct from a residential land use, although it does regulate bed and breakfast uses. Therefore, we would not require permits for vacation rental uses at this time.

There are tax implications for such activities and those are described in more detail here:

<https://srcity.org/211/Transient-Occupancy-Tax>

Kind regards,

**Kimberly Hopwood | Senior Administrative Assistant**

Planning Division | 100 Santa Rosa Ave | Santa Rosa, CA 95404

Tel. (707) 543-4690 | Fax (707) 543-3269 | [khopwood@srcity.org](mailto:khopwood@srcity.org)



---

**From:** Team O'Brien Real Estate <realtordavido@gmail.com>  
**Sent:** Thursday, April 15, 2021 8:13 PM  
**To:** Planning Shared <planning@srcity.org>  
**Subject:** [EXTERNAL] Probably a zoning question [REDACTED] potential for a VRBO?

Hello,

My client is selling the home. We would like to know what the City of Santa Rosa's position would be on it be used as a vacation rental?

Thank you!

All the best,

David O'Brien  
Corcoran Global Living-Team O'Brien Real Estate  
BRE Lic # 01832087  
Broker Associate, ABR, CRS, GRI

[REDACTED]  
[www.teamobrienre.com](http://www.teamobrienre.com)



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**Finding Solutions & Creating Opportunities!**

**WIRE FRAUD WARNING:** Do not respond to ANY wire instructions that appear to be from me or anyone at Corcoran Global Living. They are likely to be an attempt to steal your money. Coordinate all wire transfers via phone conversation with your escrow officer.

This email may be confidential. If you are not the intended recipient, please notify me immediately and delete this copy from your system.

Corcoran Global Living fully supports the principles of the Fair Housing Act and the Equal Opportunity Act

**From:** [Planning Shared](#)  
**To:** [Yahoo](#)  
**Cc:** [Meads, Shari](#)  
**Subject:** Re: [EXTERNAL] Vacation rentals/ short term housing  
**Date:** Thursday, April 29, 2021 12:28:00 PM

---

Hello Kelley,

At this time, the City does not offer any of those options, and does not enforce a minimum separation between vacation rentals.

Thank you,  
Conor McKay  
City Planner

---

**From:** Yahoo <kelleyfarris@rocketmail.com>  
**Sent:** Monday, April 26, 2021 4:32 PM  
**To:** Planning Shared <planning@srcity.org>  
**Subject:** Re: [EXTERNAL] Vacation rentals/ short term housing

Thank you. So as a final clarification, there are no other stipulations like one so many feet away? And also no way to file for a street exclusion like what the county offers? We don't want it on our street and would love a petition option if able. They would be removing a renter for a vacation rental in exchange. Since we're in a housing crisis im sure that's why county has rules against it. Just making sure there is nothing the city offers. Thank you.  
Kelley

Sent from my iPhone

On Apr 26, 2021, at 3:50 PM, Planning Shared <planning@srcity.org> wrote:

Hello Kelly,

The City does not currently enforce against short-term rentals. The only requirements is that permitted ADUs cannot be used as short term rentals.

Thanks,  
Conor McKay  
City Planner

---

**From:** Economic Development <economicdevelopment@srcity.org>  
**Sent:** Monday, April 26, 2021 9:50 AM  
**To:** Planning Shared <planning@srcity.org>  
**Cc:** kelleyfarris@rocketmail.com <kelleyfarris@rocketmail.com>

**Subject:** FW: [EXTERNAL] Vacation rentals/ short term housing

Good morning,

Per the email below Kelley Farris, copied on this email, is looking for RC zoning for short term rentals.

Thank you in advance for assisting her with this,  
Eileen Cleary  
Administrative Secretary, Economic Development  
Planning & Economic Development Department | 100 Santa Rosa Ave., Room 3 | Santa Rosa, CA 95404  
Tel. (707) 543-3227 | [ecleary@srcity.org](mailto:ecleary@srcity.org)

-----Original Message-----

From: Yahoo <[kelleyfarris@rocketmail.com](mailto:kelleyfarris@rocketmail.com)>  
Sent: Thursday, April 22, 2021 11:55 AM  
To: Economic Development <[economicdevelopment@srcity.org](mailto:economicdevelopment@srcity.org)>  
Subject: [EXTERNAL] Vacation rentals/ short term housing

I'm trying to get information regarding the allowances for short term rentals in RC zoning. I have been calling code enforcement all week. I'm not sure if this department can help me also or if I can be put in contact with someone who can answer my questions?

Thank you,  
Kelley Tobin

Sent from my iPhone

**From:** [Lyle Amy](#)  
**To:** [Meads Shari](#)  
**Subject:** FW: [EXTERNAL] Affordable housing  
**Date:** Tuesday, April 27, 2021 6:50:32 PM  
**Attachments:** [image0.png](#)

---

FYI

Thanks,  
Amy

**Amy Lyle | Supervising Planner- Advance Planning**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404  
Cell (707) 791-5533 | Office (707) 543-3410 | [ALyle@srcity.org](mailto:ALyle@srcity.org) (Currently Working Remotely)

---

**From:** Planning Shared <[planning@srcity.org](mailto:planning@srcity.org)>  
**Sent:** Tuesday, April 27, 2021 6:46 PM  
**To:** Lyle, Amy <[ALyle@srcity.org](mailto:ALyle@srcity.org)>  
**Subject:** FW: [EXTERNAL] Affordable housing

Hey Amy,

I'm not sure who this should be sent to either, since I don't think there's much more that can be said about it at the moment, but I thought I'd make sure you saw this email. You can see Conor's response (for some reason his name is scratched out.)

Kimberly

---

**From:** Wesley, Shannon <[SWesley@srcity.org](mailto:SWesley@srcity.org)>  
**Sent:** Tuesday, April 27, 2021 4:07 PM  
**To:** Lienau, Serena <[SLienau@srcity.org](mailto:SLienau@srcity.org)>; Planning Shared <[planning@srcity.org](mailto:planning@srcity.org)>; code <[code@srcity.org](mailto:code@srcity.org)>  
**Cc:** Hartman, Clare <[CHartman@srcity.org](mailto:CHartman@srcity.org)>; Licursi, Elizabeth <[ELicursi@srcity.org](mailto:ELicursi@srcity.org)>  
**Subject:** FW: [EXTERNAL] Affordable housing

Hello all,

Not quite sure who should receive the email below, so sending to all of you as FYI. If a response is generated, please cc me for logging.

Thank you!

**Shannon Wesley | Senior Administrative Assistant**

City Manager's Office | 100 Santa Rosa Avenue | Santa Rosa, CA 95405  
Tel. (707) 543-3011 | Fax (707) 543-3030 | [swesley@srcity.org](mailto:swesley@srcity.org)



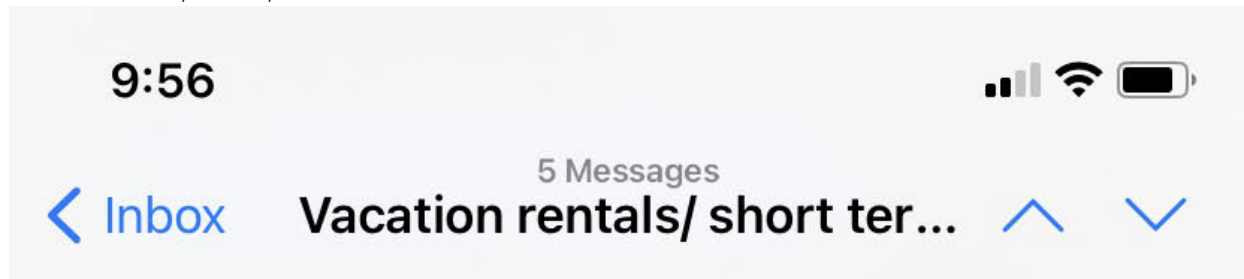
---

**From:** Yahoo <[kellyfarris@rocketmail.com](mailto:kellyfarris@rocketmail.com)>  
**Sent:** Tuesday, April 27, 2021 10:00 AM  
**To:** \_CityCouncilListPublic <[citycouncil@srcity.org](mailto:citycouncil@srcity.org)>  
**Subject:** [EXTERNAL] Affordable housing

This week we will be losing a neighbor we like having on our street. Why? Vacation and short term rentals. The county has rules for allowing vacation rentals, the city does not. Many community members and friends of mine are trading in their rental properties for vacation rental properties. It's a big money making business right now. They would otherwise be rental properties for community members to live. They are vacating affordable housing for vacation rentals.

Why is it that the county has rules, zones that don't allow them? Other cities have limits on how many can exist in certain radius', how many can be owned in one city. For how hard this city pushes affordable housing the backing of that idea is absolutely lost on not controlling the loss of our rental housing market. At the very least, the county allows neighbors to apply for exclusion zones. My street in Coffey Park has all of the neighbors who desperately want an exclusion so this cannot overwhelm our newly built neighborhood. The character of our neighborhood is diminished when there's no limit on vacation rentals. Families we consider neighbors are losing homes to this vacation rental market. Please consider these impacts to surrounding areas as well as affordable housing. Please see below the lack of control the city has verses the clear rules implemented by the county.

Here is how our city currently handles vacation rentals.



term housing

I'm trying to get information regarding the allowances for short term rentals in RC zoning. I have been calling code enforcement all week. I'm not sure if this department can help me also or if I can be put in contact with someone who can answer my questions?

Thank you,  
Kelley Tobin

Sent from my iPhone

[See More](#)



**Planning Shared**

Yesterday

To: Kelley Cc: Economic, code >

Hello Kelly,  
The City does not currently enforce against short-term rentals. The only requirements is that permitted ADUs cannot be used as short term

rentals.

Thanks,

City Planner

[See More](#)



Found in Yahoo! Sent Mailbox



Here is an example of how our county handles this issue:

9:54



sonomacounty.ca.gov

## Where are Vacation Rentals Allowed?

Vacation rentals are allowed (with permit) in the following locations:

- In homes in single-family residential zoning districts (AR, RR, and R1)
- In **existing** single-family residences in the LC zoning district
- Agricultural and resource zones including LEA, DA, and RRD (except for lands within an Agricultural Preserve that is subject to a Land Conservation Act (Williamson Act) Contract)

Vacation rentals are **not** allowed in the following locations:

- Higher-density residential districts (R2, R3, PC)
- Lands within an Agricultural Preserve that is subject to a Land Conservation Act (Williamson Act) Contract
- Land Intensive Agriculture (LIA) zoned properties
- Accessory Dwelling Units (previously known as Second Dwelling Units)
- Farm Family, Agricultural Employee, or Farmworker housing units
- Non-habitable structures
- Areas designated (e.g. the [Exclusion \(X\) Combining District](#))
- Areas within the burn zones of the 2017 Sonoma Complex Fire and the 2019 Kincade Fire

If you are unsure of what your zoning is, please consult Permit Sonoma's [Official Zoning Database](#).

## Permit Type Required

<b>Number of Guest Rooms</b>	<b>Permit Type</b>	<b>Transient Occupancy Tax Requirement</b>
Five (5) or fewer	Zoning Permit	Compliance with all registration and payment requirements
Six (6) or more	Use Permit	Compliance with all registration and payment requirements

## Apply for a Vacation Rental Permit

### Vacation Rental Application Forms

---

A complete application shall include the following items **Incomplete**

<https://sonomacounty.ca.gov/PRMD/Regulations/Vacation-and-Hosted-Rentals/Vacation-Rental-Permit/>

Sent from my iPhone



**From:** [Wayne Yahnke](#)  
**To:** [Meads, Shari](#)  
**Subject:** Re: [EXTERNAL] Short term rental Santa Rosa  
**Date:** Friday, May 14, 2021 6:10:57 AM

---

Good Morning Shari,

I really appreciate your detailed explanation and your time on this matter. I look forward to working with your department on this project and others in the future.

Regards,

Wayne Yahnke  
Nor-Cal Properties



"Wake up & be awesome!"

-----  
On Wed, May 12, 2021 at 12:47 PM, "Meads, Shari" <[SMeads@srcity.org](mailto:SMeads@srcity.org)> wrote:

Hello Wayne,

**Here's the most current short-term rental information I have:**

The question of a short term rental (STR) policy was elevated to and first discussed at the Economic Recovery Task Force in October of last year, and remained on the agenda until the task force was retired. For those meetings we pulled together a staff group that includes planning, building, code enforcement, police, fire, ED and finance in order to explore the issues from multiple angles and to more effectively get input from the task force council reps. Specifically, what was identified and discussed was:

- The method by which we could regulate short term rentals is through land use. Currently STR is a single-family land use and is allowable, so we'd have to create a new zoning code designation. This is what would give code enforcement and police something to react to, especially if, for example, homeowners offering their residence for STR were required to apply for a conditional use permit that could be revoked if violated.
- There are around 200 +/- registered STRs in Santa Rosa, though we know an unknown number do not register with the City. The City has looked at the positives and negatives in contracting with the platforms and/or third-party firms for help on compliance, but there is still no policing mechanism. From a revenue perspective, funds from STRs are relatively small.

- Certain neighborhoods seem to be impacted disproportionately more than others. With this, we discussed identifying/mapping overconcentration and high-risk areas, as well as public safety concerns in general (including road access, parking, illegal units...)

Where we are now:

- There is a recognized issue with staff capacity and competing priorities (e.g. health order enforcement, Glass Fire recovery/rebuild, immediate COVID related policy/program needs and responses, repeated emergency operations center assignments, ongoing council priority deliverables, etc.).
- Given the complexity of the issues that would need to be addressed in developing a new city-wide land use designation, councilmembers directed staff that they are looking for quality over speed in developing an STR ordinance
- We are looking to build data around existing STRs (e.g. locations, complaints, compliance)
- We will be evaluating the revenue and expense potential related to a new policy and program

The Economic Recovery Task Force is now expired and has been shifted back to the monthly Economic Development Subcommittee (including Councilmembers Sawyer, Fleming, and Alvarez), so this item will move to review and recommendation via this group. These standing meetings are on the second Tuesday of each month at 10am. The subcommittee has reviewed the project/program list from the task force (including this), identifying any new items the committee would like considered, and began to set priorities that include both economic recovery and ongoing economic development.

This is by no means comprehensive of the ongoing work on this subject. I do hope you understand it remains in active status on our plates and could be elevated by Council to an expedited process at any time, but until then we'll keep moving it along as best we can.

In the meantime, short-term rental operators *are* expected to register and pay transient oriented taxes. You can read more about that [here](#).

I hope this helps.

Warmly,

Shari

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)



---

**From:** Wayne Yahnke <[thenorcalwayne@gmail.com](mailto:thenorcalwayne@gmail.com)>  
**Sent:** Wednesday, May 12, 2021 12:20 PM  
**To:** Meads, Shari <[SMeads@srcity.org](mailto:SMeads@srcity.org)>  
**Subject:** [EXTERNAL] Short term rental Santa Rosa

Good afternoon,

I'm looking to creat a short term rental within the city limits of Santa Rosa. I'd like to learn more about the process for this as well as any discussion about any future ordinances or changes coming.

I work locally but commute into Sonoma county. Allowing me to air bnb on the weekends will help offset the expenses.

Any and all guidance/resources would be greatly appreciated.

Thank You,

Wayne Yahnke

1-833-629-2963

[REDACTED]

[REDACTED]

NorCal Properties

[thenorcalwayne@gmail.com](mailto:thenorcalwayne@gmail.com)

*“Wake up and be awesome”.*

Sent from my iPhone

**From:** [Planning Shared](#)  
**To:** [greg@beckhamandassociates.com](mailto:greg@beckhamandassociates.com)  
**Cc:** [Meads, Shari](#)  
**Subject:** RE: [EXTERNAL] Vacation Rentals  
**Date:** Monday, May 17, 2021 1:28:54 PM  
**Attachments:** [image002.png](#)

---

Hello,

Currently, the City does not regulate vacation rentals such as AirBnB or other types of short-term rentals as a land use separate and distinct from a residential land use, although it does regulate bed and breakfast uses. Therefore, we would not require permits for vacation rental uses at this time.

There are tax implications for such activities and those are described in more detail here:

<https://srcity.org/211/Transient-Occupancy-Tax>

Please note that ADUs cannot be used as short-term rentals.

Also, be aware that guidelines for properties in the County jurisdiction could be different.

Kind regards,

**Kimberly Hopwood | Senior Administrative Assistant**

Planning Division | 100 Santa Rosa Ave | Santa Rosa, CA 95404

Tel. (707) 543-4690 | Fax (707) 543-3269 | [khopwood@srcity.org](mailto:khopwood@srcity.org)



---

**From:** Greg Beckham <[greg@beckhamandassociates.com](mailto:greg@beckhamandassociates.com)>  
**Sent:** Monday, May 17, 2021 1:20 PM  
**To:** Planning Shared <[planning@srcity.org](mailto:planning@srcity.org)>  
**Subject:** [EXTERNAL] Vacation Rentals

Hi there – I am a local agent and have some properties listed for sale and have had calls asking if the properties are able to be used for vacation rentals, who do I speak to at the city to help determine status?

I appreciate your help locating the right place to inquire!

Best ~

Greg Beckham, Broker

Ph: 707-322-0770

Fax: 415-962-0436

[Greg@BeckhamAndAssociates.com](mailto:Greg@BeckhamAndAssociates.com)

[www.707HomeQuest.com](http://www.707HomeQuest.com)

CA DRE: 01093185

NMLS: 350595



**FW: [EXTERNAL] Question - Short term rental guidelines**

Meads, Shari <SMeads@srcity.org>

Thu 5/27/2021 12:38 PM

**To:** Buchanan, Charles <CBuchanan@srcity.org>

Here's another one for 'ya!

Thank you!

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)



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**From:** John and Judi Faulkner <faulknerjj@live.com>

**Sent:** Wednesday, May 26, 2021 3:35 PM

**To:** Meads, Shari <SMeads@srcity.org>

**Subject:** [EXTERNAL] Question - Short term rental guidelines

Hello Sherri,

My name is Judi Faulkner.

We have family in the area and considering moving to Santa Rosa.

We are looking at a property on San Ramon Way – 95409 for our residence.

Are there any restrictions concerning short term rentals in this area?

Thank you for your time and consideration.

Judi Faulkner

**From:** [Lyle, Amy](#)  
**To:** [Meads, Shari](#)  
**Subject:** FW: [EXTERNAL] Residential BnB operating as a party house  
**Date:** Wednesday, June 9, 2021 8:24:07 AM  
**Attachments:** [RE EXTERNAL Re .msg](#)

---

FYI

Thanks,  
Amy

Amy Lyle | Supervising Planner- Advance Planning  
Planning & Economic Development|100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404  
Cell (707) 791-5533 | Office (707) 543-3410 | [ALyle@srcity.org](mailto:ALyle@srcity.org) (Currently Working Remotely)

-----Original Message-----

From: De La Rosa, Raissa <[Rdelarosa@srcity.org](mailto:Rdelarosa@srcity.org)>  
Sent: Monday, June 7, 2021 3:14 PM  
To: Peter Arnold <[parnold63@icloud.com](mailto:parnold63@icloud.com)>  
Cc: Rose, William <[WRose@srcity.org](mailto:WRose@srcity.org)>; Lyle, Amy <[ALyle@srcity.org](mailto:ALyle@srcity.org)>; Hartman, Clare <[CHartman@srcity.org](mailto:CHartman@srcity.org)>  
Subject: RE: [EXTERNAL] Residential BnB operating as a party house

Hi there,

Thank you for sharing your concern. Indeed, I am not the staff person working on this policy but have forwarded your email to Planning staff who are.

To this end, attached is a version of an email I had previously sent to some of your neighbors that may bring you up to speed on considerations under discussion, and the fact that we are aware of the situation. We anticipate this being discussed/direction given at the Economic Development Subcommittee (Sawyer, Fleming, Alvarez) in August. I know progress on some of the items identified in the March email have progressed, however I don't have a more recent update.

Best,  
Raissa

Raissa de la Rosa | Economic Development Division Director Tel. (707) 543-3059 | Fax (707) 543-3317 | [rdelarosa@srcity.org](mailto:rdelarosa@srcity.org)

-----Original Message-----

From: Peter Arnold <[parnold63@icloud.com](mailto:parnold63@icloud.com)>



Sent: Monday, June 7, 2021 1:30 PM  
To: De La Rosa, Raissa <RdelaRosa@srcity.org>  
Subject: [EXTERNAL] Residential BnB operating as a party house

Dear Raissa de la Rosa,

I am contacting you at the suggestion of a neighbor. I apologize in advance if you are not the appropriate individual to which I should express my concerns.

I live at [REDACTED]. A nearby property at [REDACTED] operates as a short term rental that is advertised/booked through AirBNB and several other similar services. Unfortunately, the owner is basically marketing it as a party house and event center. It's listed with an occupancy of 15 and with accommodations for more than twice that outdoors. It's been used to host weddings and many large, loud parties. The yard is outfitted with a gratuitous amount of lighting the bleeds onto nearby properties and shines through windows. Our nice quiet, family-based neighborhood has been ruined by this short term rental.

Myself and several other affected neighbors met with the property owner and asked him to disallow parties, reduce the occupancy and reduce the outdoor lighting. The owner refused these and several other reasonable requests. All we got was a vague promise that he would quit booking large events starting next year.

It has been tremendously frustrating to discover that Santa Rosa has no rules, or regulations governing short term rentals. It appears the property owner is free to run resort and event center my neighborhood and I have no recourse through the city. My only recourse is civil litigation which I discovered would cost tens of thousands of dollars and would take several years.

Please let me know if there is anything I can do to convince the city that short term rentals need to be regulated and procedures need to be put in place so that homeowners adversely affected by short term rentals have some recourse to regain the enjoyment of their property and peacefulness of their neighborhood.

Thank you for taking the time to read my message.

-Peter Arnold

[REDACTED]

P.S. Here is the link to the subject property's AirBNB listing:

[https://www.airbnb.com/rooms/41709905?adults=11&check\\_in=2021-03-03&check\\_out=2021-03-06&federated\\_search\\_id=dac16581-fb45-4ff8-9670-d487df200cf6&source\\_impression\\_id=p3\\_1613627314\\_Xq7vA%20j4crg5NsPc&guests=11](https://www.airbnb.com/rooms/41709905?adults=11&check_in=2021-03-03&check_out=2021-03-06&federated_search_id=dac16581-fb45-4ff8-9670-d487df200cf6&source_impression_id=p3_1613627314_Xq7vA%20j4crg5NsPc&guests=11)

**FW: [EXTERNAL] Residential BnB operating as a party house**

Meads, Shari &lt;SMeads@srcity.org&gt;

Thu 6/17/2021 1:21 PM

To: Buchanan, Charles &lt;CBuchanan@srcity.org&gt;

**Shari Meads | City Planner**

Planning &amp; Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel (707) 543 4665 | Fa (707) 543 3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)

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**From:** Rose, William <WRose@srcity.org>  
**Sent:** Thursday, June 17, 2021 12:53 PM  
**To:** Meads, Shari <SMeads@srcity.org>  
**Subject:** FW: [EXTERNAL] Residential BnB operating as a party house

---

**From:** Fleming, Victoria <VFleming@srcity.org>  
**Sent:** Wednesday, June 16, 2021 3:59 PM  
**To:** Hartman, Clare <CHartman@srcity.org>; Rose, William <WRose@srcity.org>  
**Cc:** Lyle, Amy <ALyle@srcity.org>  
**Subject:** Fwd: [EXTERNAL] Residential BnB operating as a party house

Sent from my iPhone

Begin forwarded message:

**From:** Tamao Arnold <[ebikuma@icloud.com](mailto:ebikuma@icloud.com)>  
**Date:** June 10, 2021 at 8:21:12 PM PDT  
**To:** [vfleming@srcity.org](mailto:vfleming@srcity.org)  
**Subject:** [EXTERNAL] Residential BnB operating as a party house

Dear Victoria Fleming,

I live at [REDACTED]. A nearby property at [REDACTED] operates as a short term rental that is advertised/booked through AirBNB and several other similar services. Unfortunately, the owner is basically marketing it as a party house and event center. It's listed with an occupancy of 15 and with accommodations for more than twice that outdoors. It's been used to host weddings and many large, loud parties. The yard is outfitted with a gratuitous amount of lighting the bleeds onto nearby properties and shines through windows. Our nice quiet, family-based neighborhood has been ruined by this short term rental.

Here is the website link for the property

<http://winecountryredwoodestate.com>

Myself and several other affected neighbors met with the property owner and asked him to disallow parties, reduce the occupancy and reduce the outdoor lighting. The owner refused these and several other reasonable requests. All we got was a vague promise that he would quit booking large events starting next year.

It has been tremendously frustrating to discover that Santa Rosa has no rules, or regulations governing short term rentals. It appears the property owner is free to run resort and event center my neighborhood and I have no recourse through the city. My only recourse is civil litigation which I discovered would cost tens of thousands of dollars and would take several years.

Please let me know if there is anything I can do to convince the city that short term rentals need to be regulated and procedures need to be put in place so that homeowners adversely affected by short term rentals have some recourse to regain the enjoyment of their property and peacefulness of their neighborhood.

Thank you for taking the time to read my message.

-Tamao Arnold



**FW: [EXTERNAL] Airbnb next door**

Meads, Shari &lt;SMeads@srcity.org&gt;

Thu 6/17/2021 1:19 PM

**To:** Buchanan, Charles <CBuchanan@srcity.org>**Shari Meads | City Planner**

Planning &amp; Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel (707) 543 4665 | Fa (707) 543 3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)

---

**From:** Rose, William <WRose@srcity.org>**Sent:** Thursday, June 17, 2021 12:54 PM**To:** Meads, Shari <SMeads@srcity.org>**Subject:** FW: [EXTERNAL] Airbnb next door

---

**From:** Fleming, Victoria <VFleming@srcity.org>**Sent:** Wednesday, June 16, 2021 3:54 PM**To:** Hartman, Clare <CHartman@srcity.org>; Rose, William <WRose@srcity.org>**Cc:** Lyle, Amy <ALyle@srcity.org>**Subject:** Fwd: [EXTERNAL] Airbnb next door

Sent from my iPhone

Begin forwarded message:

**From:** Monica Bryant <[monica.le.bryant@gmail.com](mailto:monica.le.bryant@gmail.com)>**Date:** June 14, 2021 at 10:17:01 PM PDT**To:** [vfleming@srcity.org](mailto:vfleming@srcity.org)**Cc:** Mike Bryant <[mlbryant17@gmail.com](mailto:mlbryant17@gmail.com)>**Subject:** [EXTERNAL] Airbnb next door

Hi Victoria,

Thank you for serving our community.

I live on Fir Park Way in Montecito Meadows adjacent to Harry Albers house on Knob Hill. Harry has rented his house nearly every weekend to large groups. It is a party house in our neighborhood.

There will be a wedding this coming weekend.

Our HOA is working to add restrictions for short term renting in our neighborhood, no rentals less than 30days. Unfortunately Harry's house is not in our HOA.

It is unfair that Harry is profiting from our quiet safe neighborhood while he lowers the value of our property, by disturbing the peace with lights, noise and cars lining our narrow streets I am personally frightened by his fire pit close to my art studio.

No one in this neighborhood has a big party every weekend. It is completely unnatural for one house to have parties every weekend or every other weekend

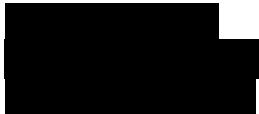
This is a community wide problem Santa Rosa needs to establish restrictions on short term rentals I hope you will take the lead in solving this problem.

And again thank you for your contribution to Santa Rosa. We have lived here since 1979 and care for it very much

Sincerely,  
Monica Bryant

A black rectangular redaction box covering the signature area.

Monica Bryant  
Mo Ni Kai Art Studio

A black rectangular redaction box covering the contact information.

[monica.le.bryant@gmail.com](mailto:monica.le.bryant@gmail.com)

[monicabryant.com](http://monicabryant.com)

monikaiart studio

**From:** [Wesley, Shannon](#)  
**To:** [Meads, Shari](#); [Behler, Carrie](#)  
**Subject:** FW: Citizen Complaint - Short Term Rental Property  
**Date:** Tuesday, June 15, 2021 4:40:53 PM

---

Hello -

Please see citizen email below – FYI. I will respond to citizen and suggest they submit a complaint via mysantarosa. If you have other suggestions I should share with him, please let me know.

If either of your departments generates a response, please cc me for logging.

Thanks!

**Shannon Wesley | Senior Administrative Assistant**

City Manager's Office | 100 Santa Rosa Avenue | Santa Rosa, CA 95405

Tel. (707) 543-3011 | Fax (707) 543-3030 | [swesley@srcity.org](mailto:swesley@srcity.org)



---

**From:** Guzy, Julie <[jguzy@srcity.org](mailto:jguzy@srcity.org)>  
**Sent:** Monday, June 14, 2021 5:31 PM  
**To:** Wesley, Shannon <[SWesley@srcity.org](mailto:SWesley@srcity.org)>  
**Cc:** Fleming, Victoria <[VFleming@srcity.org](mailto:VFleming@srcity.org)>  
**Subject:** Citizen Complaint - Short Term Rental Property

Shannon – Please log and forward to appropriate department.

Victoria – Please indicate if you would like to be copied on any response Shannon may receive.

---

Michael Law called today to complain about a short-term rental property at [REDACTED]. He states that this property has is a short-term rental that continuously has very large, loud parties late into the night. One such party was this weekend with “80” people. He and the neighbors are frustrated and worried for the general safety of the neighborhood and wanted to file a complaint with Council Member Fleming.

Michael's contact information: 415-609-1180, [takctas@gmail.com](mailto:takctas@gmail.com).

*With thanks,*

*Julie Guzy | Senior Administrative Assistant*

**PLEASE NOTE:** The City Manager's Office is now open to the public; however, the lobby is limited to one guest.

City Manager's Office | 100 Santa Rosa Ave, Suite 10 | Santa Rosa, CA 95404

Tel. (707) 543-4603 | Fax (707) 543-3030 | [jguzy@srcity.org](mailto:jguzy@srcity.org)

Tuesdays, I am prepping for and assisting with the City Council meeting, I will respond at my earliest availability.

**PLEASE NOTE:** The City Manager's Office is closed every Friday.



*All emails are subject to the California Public Records Act and neither the sender nor any recipients should have any expectation of privacy regarding the contents of such communications.*

## Meads, Shari

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**From:** Wesley, Shannon  
**Sent:** Monday, June 14, 2021 1:11 PM  
**To:** Meads, Shari; Behler, Carrie  
**Subject:** FW: [EXTERNAL] Montecito Meadows Airbnb house party

Hi Shari and Carrie,

Please see citizen email below. Wasn't sure who this should go to, so starting with you two. If a response is generated, please cc me for logging. If I should send to someone else, please let me know. Thank you!

Shannon Wesley | Senior Administrative Assistant City Manager's Office | 100 Santa Rosa Avenue | Santa Rosa, CA 95405  
Tel. (707) 543-3011 | Fax (707) 543-3030 |swesley@srcity.org

-----Original Message-----

From: Stacy Mertz <stacymertz5@gmail.com>  
Sent: Thursday, June 10, 2021 10:39 AM  
To: \_CityCouncilListPublic <citycouncil@srcity.org>; Sawyer, John <jsawyer@srcity.org>; Tibbetts, Jack <hjtibbetts@srcity.org>; Fleming, Victoria <VFleming@srcity.org>; Alvarez, Eddie <EAlvarez@srcity.org>; Rogers, Chris <CRogers@srcity.org>; Schwedhelm, Tom <tschwedhelm@srcity.org>; Rogers, Natalie <NRogers@srcity.org>  
Subject: [EXTERNAL] Montecito Meadows Airbnb house party

Dear Council:

I am a resident in the Montecito Meadows' Housing Development in Santa Rosa, CA. Montecito Meadows has been a charming, safe neighborhood to raise our family. The neighborhood is mostly populated by quiet retirees and families who work in their yards, walk the neighborhood, and we try our best to create a kind and considerate community. Like many other neighborhoods across the country, we now have a short-term "Airbnb-style" rental party house— most recently being rented as a big party and wedding venue. Every weekend it is loud, overly lit, it creates a dangerous parking situation and most critically, the party goers have been aggressive to neighbors.

Our neighborhood's situation is dangerous and we need help from our local government. Many of the residents have contacted the owners of the property and Airbnb but there is no action because money is being made by the owner and the website-- who cares about our neighborhood? We care and we hope our government cares.

Tonight, June 10, 2021, at 5:00pm in the Montecito Meadows' park, we are having a community meeting. I know this is late notice but it would be great to have some council support. If no one is able to attend, our neighborhood would like to schedule a meeting with the council to brainstorm solutions.

We certainly are not the first neighborhood to deal with the short term rental house party fiasco. Let's learn what other communities have done to take action and stop the abuse of these rentals.

Thank you,  
Stacy Mertz





**FW: [EXTERNAL] [REDACTED] Party House rental**

Meads, Shari <SMeads@srcity.org>

Thu 6/17/2021 1:21 PM

To: Buchanan, Charles <CBuchanan@srcity.org>

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel (707) 543 4665 | Fa (707) 543 3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)



---

**From:** Rose, William <WRose@srcity.org>

**Sent:** Thursday, June 17, 2021 12:53 PM

**To:** Meads, Shari <SMeads@srcity.org>

**Subject:** FW: [EXTERNAL] [REDACTED] Party House rental

---

**From:** Fleming, Victoria <VFleming@srcity.org>

**Sent:** Wednesday, June 16, 2021 3:56 PM

**To:** Hartman, Clare <CHartman@srcity.org>; Rose, William <WRose@srcity.org>

**Cc:** Lyle, Amy <ALyle@srcity.org>

**Subject:** Fwd: [EXTERNAL] [REDACTED] Party House rental

Sent from my iPhone

Begin forwarded message:

**From:** Mike Frank <[code3gt@gmail.com](mailto:code3gt@gmail.com)>

**Date:** June 15, 2021 at 1:00:20 PM PDT

**To:** [vfleming@srcity.org](mailto:vfleming@srcity.org)

**Subject:** [EXTERNAL] [REDACTED] Party House rental

Dear Victoria,

My name is Michael Frank and unfortunately reside at [REDACTED] in Santa Rosa for the past 16 years. My neighbor, Harry Albers,, resides at [REDACTED].

I'm writing you in hopes that some form of resolution an be achieved. Harry Albers turned a once quite family-friendly neighborhood into a severe nuisance by turning his house into a short-term party rental, via Air BnB.

There is a constant stream of large groups of people (15-30) partying into the early morning hours at

[REDACTED]

I have two children with severe medical conditions and the noise is making it impossible for them to get the necessary rest they need.

On multiple previous occasions I've had to come out to ask people who were renting at the residence to take their party indoors due to the loud noise from 10pm to 2am

I'm not sure if you're aware of these issues but we need your help to see that this stops  
I have Post Traumatic Stress Disorder from being shot in the line of duty. My son has several medical issues that he is on permanent disability My daughter, Hailey, has type 1 diabetes and has other serious medical issues as well.

I hope you can help with the aforementioned mentioned issues as soon as possible.

Thank you for your consideration in this matter.

Sincerely,  
Michael Frank, ret Sonoma County Sheriff Deputy

**FW: [EXTERNAL] Property sales to LLCs**

Meads, Shari &lt;SMeads@srcity.org&gt;

Thu 6/17/2021 1:19 PM

To: Buchanan, Charles &lt;CBuchanan@srcity.org&gt;

**Shari Meads | City Planner**

Planning &amp; Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel (707) 543 4665 | Fa (707) 543 3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)

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**From:** Rose, William <WRose@srcity.org>  
**Sent:** Thursday, June 17, 2021 12:54 PM  
**To:** Meads, Shari <SMeads@srcity.org>  
**Subject:** FW: [EXTERNAL] Property sales to LLCs

---

**From:** Fleming, Victoria <VFleming@srcity.org>  
**Sent:** Wednesday, June 16, 2021 3:55 PM  
**To:** Hartman, Clare <CHartman@srcity.org>; Rose, William <WRose@srcity.org>  
**Cc:** Lyle, Amy <ALyle@srcity.org>  
**Subject:** Fwd: [EXTERNAL] Property sales to LLCs

Sent from my iPhone

Begin forwarded message:

**From:** Pat Lang <[missylang@earthlink.net](mailto:missylang@earthlink.net)>  
**Date:** June 15, 2021 at 6:35:03 AM PDT  
**To:** [jsawyer@srcity.org](mailto:jsawyer@srcity.org), [ealvarez@srcity.org](mailto:ealvarez@srcity.org), [hjtibbetts@srcity.org](mailto:hjtibbetts@srcity.org), [vfleming@srcity.org](mailto:vfleming@srcity.org), Chris Rogers <[CRogers@srcity.org](mailto:CRogers@srcity.org)>, [tschwedhelm@srcity.org](mailto:tschwedhelm@srcity.org), [nrogers@srcity.org](mailto:nrogers@srcity.org)  
**Cc:** [missylang@earthlink.net](mailto:missylang@earthlink.net)  
**Subject:** [EXTERNAL] Property sales to LLCs

We are residents of Montecito Heights and are increasingly concerned about the number of homes in our neighborhood which have been sold to LLCs for use, not as residential homes but as vacation rentals. These sales have already changed the neighborhood and have the potential to further change the residential area we bought into, as well as depress property values ( who will want to buy next to a party house?). We have already seen increased noise, overflowing trash bins left out, increased parking (on roads with virtually no safe street parking) and unsafe behavior concerning BBQs and fire pits (in a fire vulnerable area).

I, and others, have previously submitted statements to the City Council on this subject, asking that the city follow the lead of other California communities which have enacted local ordinances prohibiting/limiting residential home sales to corporations whose sole purpose is to use them as vacation rentals. I ask you again to please do so, and do so quickly, to avoid further sales in this red hot market.

This should be an easy process, using the language adopted by other cities, and will help preserve the residential character of our community. Please honor your obligation to your citizens, and place their interests above those of corporations who have no stake or interest in our community.

Thank you.

Patricia Lang  
Heinz Roeser



 my iPhone

**FW: [EXTERNAL] Commercial rental property in residential neighborhood**

Meads, Shari <SMeads@srcity.org>

Thu 6/17/2021 1:21 PM

To: Buchanan, Charles <CBuchanan@srcity.org>

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel (707) 543 4665 | Fa (707) 543 3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)



---

**From:** Rose, William <WRose@srcity.org>

**Sent:** Thursday, June 17, 2021 12:53 PM

**To:** Meads, Shari <SMeads@srcity.org>

**Subject:** FW: [EXTERNAL] Commercial rental property in residential neighborhood

---

**From:** Fleming, Victoria <VFleming@srcity.org>

**Sent:** Wednesday, June 16, 2021 3:57 PM

**To:** Hartman, Clare <CHartman@srcity.org>; Rose, William <WRose@srcity.org>

**Cc:** Lyle, Amy <ALyle@srcity.org>

**Subject:** Fwd: [EXTERNAL] Commercial rental property in residential neighborhood

Sent from my iPhone

Begin forwarded message:

**From:** Paul Olin <szpgolin@gmail.com>

**Date:** June 15, 2021 at 10:30:09 AM PDT

**To:** [vfleming@srcity.org](mailto:vfleming@srcity.org)

**Subject:** [EXTERNAL] Commercial rental property in residential neighborhood

Dear Councilwoman Fleming,

I would like to express my strong objection to the use of a private residence at [REDACTED] being used as a short term rental through several websites and is often used for events like weddings, anniversary celebrations and other group events. These are often rowdy large gatherings with drinking around a large outdoor gas fire pit used late into the night. This is all happening in a heavily wooded area. In the event of a fire there is virtually no defensible space putting hundreds of homes in the Montecito neighborhood potentially at high risk.

It has gotten to the point that some neighbors are contemplating moving away. The manner in which this property is being used is completely out of character in this quiet residential neighborhood.

Does the city have any regulatory restrictions on this type of activity? If not, what can be done to initiate this discussion? This is a very lucrative activity for the owner and I am concerned outside investors might seize the opportunity to expand these sorts of short term commercial rentals to the long term detriment of our residential communities. Please let me know what options there are to prevent this from happening in the future and how we might curb what is already an ongoing problem.

Thank you for your consideration.

Sincerely,

Paul and Cary Olin (26 years in residence)

[REDACTED]

FW: [EXTERNAL] Party house at [REDACTED]

Meads, Shari <SMeads@srcity.org>

Thu 6/17/2021 1:19 PM

To: Buchanan, Charles <CBuchanan@srcity.org>

### Shari Meads | City Planner

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel (707) 543 4665 | Fa (707) 543 3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)



---

**From:** Rose, William <WRose@srcity.org>

**Sent:** Thursday, June 17, 2021 12:55 PM

**To:** Meads, Shari <SMeads@srcity.org>

**Subject:** FW: [EXTERNAL] Party house at [REDACTED]

---

**From:** Rose, William <WRose@srcity.org>

**Sent:** Tuesday, June 15, 2021 1:00 PM

**To:** Rose, William <WRose@srcity.org>

**Subject:** Fwd: [EXTERNAL] Party house at [REDACTED]

Sent from my iPhone

Begin forwarded message:

**From:** "De La Rosa, Raissa" <RdelaRosa@srcity.org>

**Date:** June 15, 2021 at 12:32:03 PM PDT

**To:** "Fleming, Victoria" <VFleming@srcity.org>, "Hartman, Clare" <CHartman@srcity.org>, "Rose, William" <WRose@srcity.org>

**Subject:** RE: [EXTERNAL] Party house at [REDACTED]

Hi Councilmember Fleming –

As it happens, this came up in our PED managers meeting this morning where there was a general acknowledgement that we've seen quite an uptick in these types of emails, and the time it takes to respond. I've copied Bill and Clare so they have this and can respond, as well as add it to the data Planning is collecting as they consider when and how to fit this policy question into their work load.

To the point of data, **Bill**, would it be helpful to have these emails forwarded to you so you can cull the information you need from them (I haven't been forwarding either; I've just been responding)?

Thank you for sending this along! Let us know if you need any additional information on this matter (or anything else!)

Best,  
Raissa

**Raissa de la Rosa | Economic Development Division Director**

Planning & Economic Development Department | 100 Santa Rosa Avenue | Santa Rosa, CA 95404  
Voice (707) 543 3059 | [rdelarosa@srcity.org](mailto:rdelarosa@srcity.org)



---

**From:** Fleming, Victoria <[VFleming@srcity.org](mailto:VFleming@srcity.org)>

**Sent:** Tuesday, June 15, 2021 11:30 AM

**To:** De La Rosa, Raissa <[Rdelarosa@srcity.org](mailto:Rdelarosa@srcity.org)>

**Subject:** Fwd: [EXTERNAL] Party house at [REDACTED]

FYI. I'm betting lots of these.

Sent from my iPhone

Begin forwarded message:

**From:** Vicki Ono <[vicki.m.ono@gmail.com](mailto:vicki.m.ono@gmail.com)>

**Date:** June 15, 2021 at 10:11:05 AM PDT

**To:** [vfleming@srcity.org](mailto:vfleming@srcity.org)

**Cc:** Dale Sessions <[dale@daledesignsf.com](mailto:dale@daledesignsf.com)>

**Subject:** [EXTERNAL] Party house at [REDACTED]

Hello Ms Fleming,

I'm emailing you to express my disgust and dismay over the airbnb/vacation rental house referenced above, that is being used for large events. This is a large house in the midst of our neighborhood, and many of us are directly affected by the noise, lights, and traffic. All of us are affected by the potential risks posed when renters use a fire pit located in the backyard of this party house, as well as whenever there are multiple cars parked along the street. Knob Hill is a narrow cul-de-sac—there's only one way in and out for the residents on that street or for emergency vehicles.

The owner of the property does not live there and apparently has little control over the people who rent the house and the number of people who subsequently come to party there. This is a disaster waiting to happen.

We realize Santa Rosa has a lot on its plate right now. But calling SRPD every weekend to control parties at that house is not a good use of resources. Unfortunately, I don't know what can be done to remedy this issue in the short term. I would urge the City of Santa Rosa to consider some sort of moratorium or limitations on vacation rentals in



residential areas (not to mention the very scary prospect of pacaso home ownership!)

Respectfulluy

Vicki Ono



**FW: [EXTERNAL] Re: Short term rentals**

Meads, Shari <SMeads@srcity.org>

Thu 6/17/2021 1:19 PM

To: Buchanan, Charles <CBuchanan@srcity.org>

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel (707) 543 4665 | Fa (707) 543 3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)



---

**From:** Rose, William <WRose@srcity.org>  
**Sent:** Thursday, June 17, 2021 12:53 PM  
**To:** Meads, Shari <SMeads@srcity.org>  
**Subject:** FW: [EXTERNAL] Re: Short term rentals

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**From:** Fleming, Victoria <VFleming@srcity.org>  
**Sent:** Wednesday, June 16, 2021 3:55 PM  
**To:** Hartman, Clare <CHartman@srcity.org>; Rose, William <WRose@srcity.org>  
**Cc:** Lyle, Amy <ALyle@srcity.org>  
**Subject:** Fwd: [EXTERNAL] Re: Short term rentals

Sent from my iPhone

Begin forwarded message:

**From:** Dale Sessions <[dale@daledesignsf.com](mailto:dale@daledesignsf.com)>  
**Date:** June 15, 2021 at 10:47:24 AM PDT  
**To:** "v Fleming@srcity.org" <[vfleming@srcity.org](mailto:vfleming@srcity.org)>  
**Subject:** [EXTERNAL] Re: Short term rentals

Victoria,

I would greatly appreciate a call back to discuss the situation at [REDACTED]. This is an out of control short term rental party/event house. Does not seem right that this property can operate like this in a quiet residential neighborhood.

Dale Sessions

On Sat, Jun 5, 2021 at 7:06 AM Dale Sessions <[dale@daledesignsf.com](mailto:dale@daledesignsf.com)> wrote:

Victoria,

I'm desperate and frustrated and hoping you can help I live at [REDACTED] and the subject property is at [REDACTED].

The short term rental issues. This is mostly a very quiet and peaceful neighborhood, lots of retired folks The short term rental when guests arrive is full on party house Advertised on various platforms "sleeps 15 comfortably". How is a single family home sleeping 15? What has been happening is not just the 15 show up but all their friends Most every weekend it can be 50+ party house. People throwing up in the yard at 4pm. The noise as you can imagine is unlivable. Have had various encounters with the owner and I have been told to shut my windows, go away for the weekends, or buy earplugs. We are also blessed with events such as weddings, parties, anniversary, etc You'd think the pandemic would have slowed this activity down but it's escalating. Driveway on most weekends is stacked with 6-8 cars and the streets get the overflow.

So far I have reached out to fire district 5 with my concerns of the large open fire pit surrounded by dried vegetation and the congested streets with all these cars To date "theres little we can do because this is classified as a single family, if it were commercial we could." My reaction - if a single family is acting like a commercial resort they should follow rules and regulations This situation has the potential of burning doing the entire neighborhood.

The property is now advertised with Google maps:

<http://winecountryredwoodestate.com>

Code enforcement. Have filed various complaints no it's been months with no response and no return to my many updated requests

Planning "we do not regulate short term rentals, talk to code enforcement for any violations"

Police are called most every weekend for noise beyond 10 pm The owner has made it clear to the guests they can be as loud as they wish up to 10pm, but it goes into the early hours of the mornings

Really need some help on this as I am beyond frustrated Why does this homeowner have all the rights and everyone around him gets to suffer. This weekend is scheduled to have a party event Saturday with tables, chairs, equipment being hauled in, with attendance of 100+ people How is this a single family home? It's very wrong.

The property owner:

Harry Albers

[REDACTED]

Appreciated,

Dale Sessions  
415.244.1283

Dale Sessions

Dale Design

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

**From:** [Wesley, Shannon](#)  
**To:** [Meads, Shari](#)  
**Cc:** [Lienau, Serena](#)  
**Subject:** FW: [EXTERNAL] Air BNB  
**Date:** Tuesday, June 15, 2021 10:33:21 AM  
**Attachments:** [FW EXTERNAL Affordable housing.msg](#)

---

Hi Shari,

Please see citizen email below. The email she sent previously (in April) did not specifically request a response so I did not request one from the dept. I've attached that email just for FYI for you (although I do believe I may have sent that to you previously). This latest email (below) seems to require a response, so please generate a response and cc me for logging.

Thank you!

Shannon Wesley | Senior Administrative Assistant  
City Manager's Office | 100 Santa Rosa Avenue | Santa Rosa, CA 95405  
Tel. (707) 543-3011 | Fax (707) 543-3030 | [swesley@srcity.org](mailto:swesley@srcity.org)

-----Original Message-----

From: Yahoo <[kellyfarris@rocketmail.com](mailto:kellyfarris@rocketmail.com)>  
Sent: Tuesday, June 15, 2021 12:02 AM  
To: \_CityCouncilListPublic <[citycouncil@srcity.org](mailto:citycouncil@srcity.org)>  
Subject: [EXTERNAL] Air BNB

Good evening,

I had written to the council almost two months ago requesting a response to the issue of short term rentals/Air BNB regulation. My previous concern was highlighting that we lost a renter in our Coffey Park neighborhood so that the owner could start an Air BNB. This concept is eliminating our affordable housing and replacing renters with out of towners. It is a bit concerning that I can't even get a response on the issue while The Town of Windsor is planning and involving their community in setting guidelines. These short term travelers are using water without concern during a drought, parking wherever however they want without any concern to evacuation zones and routes. Partying in our small neighborhoods on weekdays without any guidelines set by the city. Please review county short term rental guidelines and proposed questionnaire from The Town of Windsor to get an idea of what should be happening. We need rules to help preserve our neighborhood and keep affordable housing in this city. Hundreds of these properties exist in the city and there are zero guidelines.

Kelley Tobin

Sent from my iPhone

**From:** [Planning Shared](#)  
**To:** [Khamly Chuop](#)  
**Cc:** [Meads, Shari](#)  
**Subject:** RE: [EXTERNAL] Opening a Short-Term Rental  
**Date:** Wednesday, June 16, 2021 6:20:56 PM

---

Hello,

The City does not currently regulate short-term rentals (stays of 30 days or less) by owners or vacation rental hosting agencies (e.g., Airbnb) as a land use separate and distinct from a residential land use. Therefore, permits are not required for short-term rentals except for Bed and Breakfast uses. Short-term rental operators, however, must register and pay the City's Transient Occupancy Tax (TOT) and Tourism Business Improvement Area (BIA) assessment. Read more about TOT and BIA [here](#).

Short-term rental tenants must follow all local regulations including the City's Noise, Smoking, and Parking Ordinances which can be accessed via the search tool [here](#). Unlawful activity and code violations may be reported to the City's Police Department [(707) 528-5222 for non-emergency calls] or to [Code Enforcement](#) as needed.

Note that ADUs cannot be used as short-term rentals.

Sincerely,

**Kimberly Hopwood | Senior Administrative Assistant**

Planning Division | 100 Santa Rosa Ave | Santa Rosa, CA 95404  
Tel. (707) 543-4690 | Fax (707) 543-3269 | [khopwood@srcity.org](mailto:khopwood@srcity.org)



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**From:** Khamly Chuop <khamly@gmail.com>  
**Sent:** Wednesday, June 16, 2021 9:33 AM  
**To:** Planning Shared <planning@srcity.org>  
**Subject:** [EXTERNAL] Opening a Short-Term Rental

Hello,

I was interested in having my 3br1bath home into a short term rental. My address is [REDACTED], [REDACTED]. Can you outline what steps I need to do prior to starting?

Thank you,  
Khamly  
[REDACTED]

**From:** [Planning Shared](#)  
**To:** [Lea Loux](#); [Planning Shared](#); [Lisa Riding](#)  
**Cc:** [Volodya](#); [Meads, Shari](#)  
**Subject:** RE: [EXTERNAL] Short term rentals in the city of Santa Rosa  
**Date:** Wednesday, June 16, 2021 6:21:56 PM

---

Hello,

The City does not currently regulate short-term rentals (stays of 30 days or less) by owners or vacation rental hosting agencies (e.g., Airbnb) as a land use separate and distinct from a residential land use. Therefore, permits are not required for short-term rentals except for Bed and Breakfast uses. Short-term rental operators, however, must register and pay the City's Transient Occupancy Tax (TOT) and Tourism Business Improvement Area (BIA) assessment. Read more about TOT and BIA [here](#).

Short-term rental tenants must follow all local regulations including the City's Noise, Smoking, and Parking Ordinances which can be accessed via the search tool [here](#). Unlawful activity and code violations may be reported to the City's Police Department [(707) 528-5222 for non-emergency calls] or to [Code Enforcement](#) as needed.

Note that ADUs cannot be used as short-term rentals.

Sincerely,

**Kimberly Hopwood | Senior Administrative Assistant**

Planning Division | 100 Santa Rosa Ave | Santa Rosa, CA 95404

Tel. (707) 543-4690 | Fax (707) 543-3269 | [khopwood@srcity.org](mailto:khopwood@srcity.org)



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**From:** Lea Loux <lea@lealoux.com>  
**Sent:** Wednesday, June 16, 2021 10:16 AM  
**To:** Planning Shared <planning@srcity.org>; Lisa Riding <lisa.riding@turnkeyvr.com>  
**Cc:** Volodya <vladsf7@gmail.com>  
**Subject:** [EXTERNAL] Short term rentals in the city of Santa Rosa

Hi Planners.

Checking in to see if there are any new or existing restrictions on short term rentals in the city of Santa Rosa. The only information I could find was the TOT information attached.

In addition, if there are any additional fire maps to be aware of for restriction please let us know.

Thank you

Lea

***Lea Loux***

REALTOR®

CalDRE#02006092

[lealoux.com](http://lealoux.com)

415.314.4810

RE/MAX GOLD

[lea@lealoux.com](mailto:lea@lealoux.com)

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**FW: Automatic reply: [EXTERNAL] Residential short term rentals**

Meads, Shari &lt;SMeads@srcity.org&gt;

Thu 6/17/2021 1:18 PM

**To:** Buchanan, Charles <CBuchanan@srcity.org>**Shari Meads | City Planner**

Planning &amp; Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)

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**From:** Rose, William <WRose@srcity.org>**Sent:** Thursday, June 17, 2021 1:03 PM**To:** Meads, Shari <SMeads@srcity.org>**Subject:** FW: Automatic reply: [EXTERNAL] Residential short term rentals**From:** Dale Sessions <[dale@daledesignsf.com](mailto:dale@daledesignsf.com)>**Sent:** Wednesday, June 16, 2021 7:26 PM**To:** De La Rosa, Raissa <[RdelaRosa@srcity.org](mailto:RdelaRosa@srcity.org)>**Cc:** Rose, William <[WRose@srcity.org](mailto:WRose@srcity.org)>**Subject:** Re: Automatic reply: [EXTERNAL] Residential short term rentals

Raissa,

Thank you! Please keep me informed as I would and others will be willing to speak on this matter. this little neighborhood is 90+ people who have all been affected by one short term rental.

Appreciated,

Dale

On Wed, Jun 16, 2021 at 7:17 PM De La Rosa, Raissa <[RdelaRosa@srcity.org](mailto:RdelaRosa@srcity.org)> wrote:

Hi Dale -

I've copied Bill Rose on this email as he is leading this effort and will be better able to update you on where that item is as well as the anticipated timeline/next steps. That said, I can assure you I'm placing the item on the August Economic Development Subcommittee agenda for council discussion/input/feedback/direction (the July subcommittee meeting is cancelled).

We definitely understand the impact and the toll short term rentals are taking on certain neighborhoods in particular, and on our housing stock in general. For this reason I appreciate you continuing to share your concerns and advocating for change.

When I am back at my desk I will send you the link to the next ED subcommittee and where you can find the agenda so you can either participate in real time and/or submit a comment on writing and watch the meeting video later.

Best,  
Raissa

Raissa de la Rosa  
Economic Development Division Director  
City of Santa Rosa

Sent from my iPhone

On Jun 16, 2021, at 6:39 PM, Dale Sessions <[dale@daledesignsf.com](mailto:dale@daledesignsf.com)> wrote:

Raissa,

I am writing to request that the City of Santa Rosa create and pass an ordinance limiting home rentals within the city to no less than 30 days. Short term, vacation rentals significantly and adversely alter the quality of residential life within the city. Additionally, they have a negative financial impact on neighboring homes. Potential buyers may reject market rate pricing for a home encumbered by the negative effects of a short term rental.

The introduction of short term, vacation renters into our neighborhoods has the potential to increase vehicle traffic and decrease home security. Increased exposure to our homes by non-residents from out of the area could lead to vandalism and theft.

Please consider an ordinance limiting home rentals to no less than 30 days.

Thank you for your consideration.  
Dale Sessions

On Sun, Jun 6, 2021 at 6:32 PM Dale Sessions <[dale@daledesignsf.com](mailto:dale@daledesignsf.com)> wrote:

Raissa,

Follow up to my previous email, here is what this past Saturday was like living next to a short term rental aka large event space. It's not right. I'm begging for some help and action. See attached video, use volume.

Dale

On Thu, Jun 3, 2021 at 6:34 AM De La Rosa, Raissa <[RdeLaRosa@srcity.org](mailto:RdeLaRosa@srcity.org)> wrote:

Hello and thank you for your email. While many of the City of Santa Rosa's public counters are still closed until further notice, access to most City services remains available online, by phone, and in some instances in-person by appointment. For a current list of those services, visit [srcity.org/ServiceFinder](https://srcity.org/ServiceFinder).

- For information on starting a business and/or getting a business tax license, visit <https://srcity.org/2574/Starting-a-Business>
- For zoning and planning permit questions email [planning@srcity.org](mailto:planning@srcity.org)

- The Planning & Economic Development Department has launched a virtual permit counter and is accepting and processing all applicaiton types. For information on the virtual permit counter visit <https://srcity.org/3280/Permitting-Inspections-Entitlements>

Best,

Raissa de la Rosa  
Economic Development Division Director

--

Dale Sessions

Dale Design

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

--

Dale Sessions

[REDACTED]

--

Dale Sessions

[REDACTED]

**FW: [EXTERNAL] Re: Short term rentals**

Meads, Shari &lt;SMeads@srcity.org&gt;

Thu 6/17/2021 1:20 PM

**To:** Buchanan, Charles <CBuchanan@srcity.org>

📎 6 attachments (7 MB)

ATT00001.htm; ATT00002.htm; IMG\_119219336.MOV; ATT00003.htm; IMG\_2815.jpg; IMG\_2814.jpg;

**Shari Meads | City Planner**

Planning &amp; Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)

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**From:** Rose, William <WRose@srcity.org>**Sent:** Thursday, June 17, 2021 12:53 PM**To:** Meads, Shari <SMeads@srcity.org>**Subject:** FW: [EXTERNAL] Re: Short term rentals

---

**From:** Fleming, Victoria <VFleming@srcity.org>**Sent:** Wednesday, June 16, 2021 4:02 PM**To:** Hartman, Clare <CHartman@srcity.org>; Rose, William <WRose@srcity.org>; Lyle, Amy <ALyle@srcity.org>**Subject:** Fwd: [EXTERNAL] Re: Short term rentals

Sent from my iPhone

Begin forwarded message:

**From:** "Dale Sessions" <[dale@daledesignsf.com](mailto:dale@daledesignsf.com)>**To:** "Fleming, Victoria" <[VFleming@srcity.org](mailto:VFleming@srcity.org)>**Subject:** [EXTERNAL] Re: Short term rentals

Victoria,

The situation this past weekend was insane. Out of control. Owner of the property (short term rental) said at the last minute additional guest showed up. He has no control of who shows up as he has stated over and over. So many people at this residential short term rental, hosting a wedding this time. The streets became so clogged police had to come to ask guests to relocate their cars. This is normal to most every weekend. How is a single family residence allowed to host large gatherings

6/22/2021

Mail - Buchanan, Charles - Outlook

most every weekend. Estimated 60-80 people in attendance this past weekend. Amplified music and DJ to make things even more annoying.

Appreciate some help.

Thank you,

Dale

415.244.1283

**FW: [EXTERNAL] Hotel / Party House air BnB**

Meads, Shari &lt;SMeads@srcity.org&gt;

Tue 6/29/2021 11:38 AM

**To:** Buchanan, Charles <CBuchanan@srcity.org>**Shari Meads | City Planner**

Planning &amp; Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel (707) 543 4665 | Fa (707) 543 3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)

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**From:** Rose, William <WRose@srcity.org>  
**Sent:** Thursday, June 24, 2021 5:07 AM  
**To:** Meads, Shari <SMeads@srcity.org>  
**Subject:** FW: [EXTERNAL] Hotel / Party House - air BnB

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**From:** Fleming, Victoria <VFleming@srcity.org>  
**Sent:** Tuesday, June 22, 2021 6:46 PM  
**To:** Rose, William <WRose@srcity.org>  
**Subject:** Fwd: [EXTERNAL] Hotel / Party House - air BnB

Sent from my iPhone

Begin forwarded message:

**From:** Mike Bryant <[mlbryant17@gmail.com](mailto:mlbryant17@gmail.com)>  
**Date:** June 17, 2021 at 7:42:26 AM PDT  
**To:** Victoria Fleming <[vfleming@srcity.org](mailto:vfleming@srcity.org)>  
**Subject:** [EXTERNAL] Hotel / Party House - air BnB

Hi Victoria,

My name is Michael Bryant. Our home has a nuisance and safety hazard next door due to an adjoining property's short-term rental. I'm soliciting your help.

The for-profit, air BnB at [REDACTED] is planning yet another huge event (a wedding gathering) with about 30-35 people on Saturday, 6/19/21.

This is a commercial activity that is ruining our neighborhood's charm. They advertise 7 bedrooms, hot tub, fire pit, oversized deck for events, etc. It is meant to be a destination. It is clearly out of

character for the neighborhood. We were in the habit of a quiet, peaceful backyard setting. We can no longer expect that. The expectation of a tranquil backyard should be restored.

For years, we have thought the biggest concern was the fire pit and smoking area built close to our home's garage and the loud, obnoxious banter seemingly in our yard. We live in an almost forested area with many tall redwood and fir trees. The Fire Department has not been responsive. The police have tried to be helpful with noise and parking concerns. Now, the events held are out of control with huge crowds almost every weekend.

This address is not a single family weekend sleepover spot to visit Sonoma County wineries. It has become a commercial enterprise similar to a hotel that has invaded our charming neighborhood. Events are no longer small, weekend events. They sometimes start on Wednesday and Thursdays and crescendo on Friday and Saturdays.

It has affected me (and many others) emotionally as well as negatively impacted our lives in the following ways:

- 1) **quality of life** - frequent loud parties and activities before 10PM that keeps us from enjoying our backyard
- 2) **financial impact** - several long-term neighbors are looking into selling and this is a huge negative on property values
- 3) **community safety and security** - cars and fire

Montecito Meadow is a residential neighborhood. Short-term rentals for the purpose of a destination event should not be allowed. I am not against long term (30 days or more) rental arrangements because they are much less likely to create a rowdy event.

We have unsuccessfully tried to address the issue with the owner. Please help us restore our neighborhood to a single family, residential neighborhood. I believe this is a problem not just here but Santa Rosa wide.

Sincerely,

Michael Bryant

[REDACTED]

[REDACTED]

**FW: New Crowdsourcing Issue Reported | Public Safety Problems | Other**

Meads, Shari <SMeads@srcity.org>

Tue 6/29/2021 2:13 PM

To: Buchanan, Charles <CBuchanan@srcity.org>

Several ended up in my drafts... so now I may be guilty of sending multiples. UGH.

Shari Meads | City Planner

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

smeads@srcity.org

-----Original Message-----

From: Cregan, John <JCregan@srcity.org>

Sent: Thursday, June 24, 2021 11:26 AM

To: Rose, William <WRose@srcity.org>; Meads, Shari <SMeads@srcity.org>

Subject: FW: New Crowdsourcing Issue Reported | Public Safety Problems | Other

Here is another complaint from another neighbor regarding the STR house on Knob Hill Drive.

John Cregan | Captain

Special Services Division | Santa Rosa Police Department

965 Sonoma Ave. | Santa Rosa, CA 95404

Tel. (707) 543-4070 | Fax (707) 543-3557 | jcregan@srcity.org Facebook | Twitter | Instagram | Nextdoor |

Nixle

-----Original Message-----

From: SRPD Admin <srpdadmin@srcity.org>

Sent: Thursday, June 24, 2021 10:27 AM

To: Cregan, John <JCregan@srcity.org>

Subject: FW: New Crowdsourcing Issue Reported | Public Safety Problems | Other

-----Original Message-----

From: mysantarosa.fmeserver@srcity.org <mysantarosa.fmeserver@srcity.org>

Sent: Thursday, June 17, 2021 10:10 AM

To: Bayless, Jake <jbayless@srcity.org>; Stull, Matt <MStull@srcity.org>;

f77a25fa.srcity.org@amer.teams.ms; McClure, Shelley <smcclure@srcity.org>; SRPD Admin

<srpdadmin@srcity.org>



Cc: 3ca8176e.srcity.org@amer.teams.ms

Subject: New Crowdsourc Issue Reported | Public Safety Problems | Other

ReportType: Public Safety Problems

PROBTYPE: Other

CREATED: June 17 2021 09:57

NAME: Michael Law

PHONE: [REDACTED]

DETAILS: Illegal commercial lodging and resort hotel in the neighborhood leads to safety, fire hazard, and residents nuisance . Daily rental with guest unattended firepit, Bright lights , loud noise after midnight ,verbal and life threats from unfriendly guests.

MAP URL: <https://www.google.com/maps/search/?api=1&query=38.47071820948806,-122.69342159932684>

**From:** [Wesley, Shannon](#)  
**To:** [Meads, Shari](#)  
**Cc:** [Lienau, Serena](#); [Hartman, Clare](#)  
**Subject:** FW: [EXTERNAL] Short Term Rentals  
**Date:** Wednesday, June 23, 2021 8:50:26 AM  
**Attachments:** [IMG\\_187157021.MOV](#)

---

Another complaint re 2636 Knob Hill Drive. If a response is generated, please cc me for logging.  
Thanks!

**Shannon Wesley | Senior Administrative Assistant**

City Manager's Office | 100 Santa Rosa Avenue | Santa Rosa, CA 95405  
Tel. (707) 543-3011 | Fax (707) 543-3030 | [swesley@srcity.org](mailto:swesley@srcity.org)



**From:** Dale Sessions <dale@daledesignsf.com>  
**Sent:** Saturday, June 19, 2021 7:12 AM  
**To:** \_CityCouncilListPublic <citycouncil@srcity.org>  
**Subject:** [EXTERNAL] Short Term Rentals

Hello Santa Rosa City Council members,

I am writing to let you know about ongoing problems we've been having in our neighborhood (Montecito Meadows) for the past year with a neighbor (Harry Albers) who converted his home into a short-term rental. The property is located at [2636 Knob Hill Drive](#). Here is a link to their website: <https://winecountryredwoodestate.com>

The presence of this short-term rental in our neighborhood has caused multiple problems for all the neighbors surrounding the property. Because it is a large home (Sleeps 15, with 5 bedrooms, 7 beds, dining tables with seating for 20, etc.) that rents for about \$1300/night, it's never simply a family or a couple coming for a weekend getaway. Groups of 8 - 15 are the norm, and there have been several weddings with 30 - 70 guests. This affects all the surrounding neighbors in multiple ways:

- Loud outdoor parties that continue into the early hours of the morning, many hours past the 10 pm quiet time that supposedly exists as the Santa Rosa City noise ordinance.
- Alcohol and marijuana-fueled bad behavior, particularly around the fire pit, hot tub and rear deck: loud talking, laughter, screaming, and swearing late into the night.
- High-intensity outdoor lighting, especially around the fire pit area, that disturbs the neighboring homes, making it hard for everyone to sleep
- Outdoor smoking in a high fire danger area. This property has a lot of dry leaves and trees, and we are all in fear that a carelessly tossed cigarette could start a fire that would quickly spread throughout the entire neighborhood.
- Knob Hill drive is a narrow street. When large events like weddings are held there, guest park their cars on both sides of the street. This creates another safety hazard in that it would be

extremely difficult for fire trucks and emergency vehicles to get through there should an emergency occur.

The bottom line is that it's being operated as a commercial hospitality operation that is completely out of character in a neighborhood of single-family homes. We have done our best to resolve the issues ourselves. Seven of us nearby homeowners met with the property owner, Harry Albers, in May to discuss these issues to try to resolve them. Unfortunately, Mr. Albers hasn't made any substantive changes. His suggestions were: Close your windows and drapes, and get some earplugs ... not very helpful! Because of the ongoing problems it's created, several neighbors are now considering selling and moving away.

These issues are not limited to our single neighborhood - it's a city-wide problem. It's time for the City of Santa Rosa to do what so many other cities have done - Implement a city ordinance to strongly regulate and limit short-term rentals. In addition to all the problems I've described above, short-term rentals exacerbate the housing problems Santa Rosa continues to face. It takes housing stock off the market, allocating it for visiting tourists, while residents struggle to find affordable housing. I'm sure I speak for my neighbors and for many fellow Santa Rosans in asking the City Council to take a leadership role to develop a solution to this problem.

Thank you very much for your time. If you have any questions or would like to discuss this further, we would be happy to organize a neighborhood meeting so that you can hear from multiple constituents at one time.

Attached is a sample of a typical weekend and what we as neighbors are put through.

Appreciated,

Dale Sessions  
2619 Fir Park Way  
Santa Rosa, CA 95404  
C: 415.244.1283

--

**Dale Sessions**

**2619 Fir Park Way  
Santa Rosa, CA 95404  
Cell: 415.244.1283**

**FW: [EXTERNAL] Issues with short term rental next door**

Meads, Shari <SMeads@srcity.org>

Tue 6/29/2021 2:14 PM

To: Buchanan, Charles <CBuchanan@srcity.org>

Here is another that remained in my drafts

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel (707) 543 4665 | Fa (707) 543 3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)



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**From:** Rose, William <WRose@srcity.org>

**Sent:** Thursday, June 24, 2021 5:08 AM

**To:** Meads, Shari <SMeads@srcity.org>

**Subject:** FW: [EXTERNAL] Issues with short-term rental next door

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**From:** Fleming, Victoria <VFleming@srcity.org>

**Sent:** Tuesday, June 22, 2021 6:37 PM

**To:** Rose, William <WRose@srcity.org>

**Subject:** Fwd: [EXTERNAL] Issues with short-term rental next door

Sent from my iPhone

Begin forwarded message:

**From:** Erik Diez <[erikdiez@comcast.net](mailto:erikdiez@comcast.net)>

**Date:** June 18, 2021 at 12:20:26 AM PDT

**To:** [vfleming@srcity.org](mailto:vfleming@srcity.org)

**Cc:** Erik Diez <[erikdiez@comcast.net](mailto:erikdiez@comcast.net)>

**Subject:** [EXTERNAL] Issues with short-term rental next door

Dear Ms. Fleming,

I am writing to let you know about ongoing problems we've been having in our neighborhood (Montecito Meadows) for the past year with a neighbor who converted his home into a short-term rental. The property is located at [REDACTED]. Here is a link to their website: <https://winecountryredwoodestate.com>

The presence of this short-term rental in our neighborhood has caused multiple problems for all the neighbors surrounding the property. Because it is a large home (Sleeps 15, with 5 bedrooms, 7 beds,

dining tables with seating for 20, etc ) that rents for about \$1300/night, it's never simply a family or a couple coming for a weekend getaway. Groups of 8 - 15 are the norm, and there have been several weddings with 30 - 70 guests. This affects all the surrounding neighbors in multiple ways

- Loud outdoor parties that continue into the early hours of the morning, many hours past the 10 pm quiet time that supposedly exists as the Santa Rosa City noise ordinance.
- Alcohol and marijuana-fueled bad behavior, particularly around the fire pit, hot tub and rear deck: loud talking, laughter, screaming, and swearing late into the night.
- High-intensity outdoor lighting, especially around the fire pit area, that disturbs the neighboring homes, making it hard for everyone to sleep
- Outdoor smoking in a high fire danger area. This property has a lot of dry leaves and trees, and we are all in fear that a carelessly tossed cigarette could start a fire that would quickly spread throughout the entire neighborhood.
- Knob Hill drive is a narrow street. When large events like weddings are held there, guest park their cars on both sides of the street. This creates another safety hazard in that it would be extremely difficult for fire trucks and emergency vehicles to get through there should an emergency occur.

The bottom line is that it's being operated as a commercial hospitality operation that is completely out of character in a neighborhood of single-family homes. We have done our best to resolve the issues ourselves. Seven of us nearby homeowners met with the property owner, Harry Albers, in May to discuss these issues to try to resolve them. Unfortunately, Mr. Albers hasn't made any substantive changes. His suggestions were: Close your windows and drapes, and get some earplugs ... not very helpful! Because of the ongoing problems it's created, several neighbors are now considering selling and moving away.

It's time for the City of Santa Rosa to do what so many other cities have done - Implement a city ordinance to strongly regulate and limit short-term rentals. In addition to all the problems I've described above, short-term rentals exacerbate the housing problems Santa Rosa continues to face. It takes housing stock off the market, allocating it for visiting tourists, while residents struggle to find affordable housing. As the district 4 representative for our neighborhood on the city council, we are looking to you to take a leadership role to develop a solution to this problem.

Thank you very much for your time. If you have any questions or would like to discuss this further, we would be happy to organize a meeting with our neighbors so that you can hear from multiple constituents at one time.

Best regards,

Erik and Susan Diez



**From:** [Wesley, Shannon](#)  
**To:** [Meads, Shari](#)  
**Cc:** [Lienau, Serena](#); [Hartman, Clare](#)  
**Subject:** FW: [EXTERNAL] STR hell  
**Date:** Wednesday, June 23, 2021 9:59:30 AM

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Hi Shari,

Please see another email from Mr. Sessions regarding [REDACTED]. If a response is generated, please cc me for logging. Thank you!

**Shannon Wesley | Senior Administrative Assistant**

City Manager's Office | 100 Santa Rosa Avenue | Santa Rosa, CA 95405  
Tel. (707) 543-3011 | Fax (707) 543-3030 [swesley@srcity.org](mailto:swesley@srcity.org)



**From:** Dale Sessions <dale@daledesignsf.com>  
**Sent:** Saturday, June 19, 2021 6:46 PM  
**To:** \_CityCouncilListPublic <citycouncil@srcity.org>  
**Subject:** [EXTERNAL] STR hell

Every weekend I am blessed with a wedding, party, event in my backyard. This weekend 30+. Amplified ceremony, cheers, yelling, chatter, and music. When can I enjoy my own backyard? Never. [REDACTED], owned by the worse of individuals who is here to rape the city and neighborhood of everything. Harry Albers. I'm understanding he has several Santa Rosa properties he is doing this to. It's not right.

<https://www.airbnb.com/rooms/41709905?guests=1&adults=1>

Out of control. It's now most every day of the week that I get the enjoyment of large groups here. Why does the short term rental owner have all the rights and I have none? This is very wrong.

Remember what happened in Orinda? Any day this could happen here. The owner has admitted over and over he cant control who shows up. Streets are clogged, house is packed, and this is a quiet and peaceful neighborhood? It's a living hell.

Please implement an ordinance to protect our homes, neighborhoods, and city. Begging for help.

Dale Sessions  
[REDACTED]  
[REDACTED]  
[REDACTED]

--

Dale Sessions



**FW: [EXTERNAL] STR ticking time bomb**

Meads, Shari &lt;SMeads@srcity.org&gt;

Tue 6/29/2021 2:14 PM

**To:** Buchanan, Charles <CBuchanan@srcity.org>

Another

**Shari Meads | City Planner**

Planning &amp; Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel (707) 543 4665 | Fa (707) 543 3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)

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**From:** Wesley, Shannon <SWesley@srcity.org>**Sent:** Wednesday, June 23, 2021 10:11 AM**To:** Meads, Shari <SMeads@srcity.org>**Cc:** Lienau, Serena <SLienau@srcity.org>; Hartman, Clare <CHartman@srcity.org>**Subject:** FW: [EXTERNAL] STR ticking time bomb

Hello,

See below for another email received from Dale Sessions re: [REDACTED]. Thank you.

**Shannon Wesley | Senior Administrative Assistant**

City Manager's Office | 100 Santa Rosa Avenue | Santa Rosa, CA 95405

Tel. (707) 543-3011 | Fax (707) 543-3030 | [swesley@srcity.org](mailto:swesley@srcity.org)**From:** Dale Sessions <[dale@daledesignsf.com](mailto:dale@daledesignsf.com)>**Sent:** Monday, June 21, 2021 6:14 AM**To:** \_CityCouncilListPublic <[citycouncil@srcity.org](mailto:citycouncil@srcity.org)>**Subject:** [EXTERNAL] STR ticking time bomb

City Councilmen/woman,

Am I over reacting when I say the property behind me in what once was a quiet respectful neighborhood has the potential of repeating what happened in Orinda a couple of years ago? The owner of this property Harry Albers is here to make fast dollars and will do whatever he feels like because the city allows him to. No short term rental regulations has put everyone in this neighborhood at risk. Harry has expressed to me and others in writing that he can not control who actually shows up. He may rent the 3 bedroom residential home to 10-15 people but what happens is they invite friends and the parties begin.

Here's what happened in Orinda for reference:



[https://www.sfchronicle.com/crime/article/New details released about Orinda shooting 14838993.php](https://www.sfchronicle.com/crime/article/New%20details%20released%20about%20Orinda%20shooting%2014838993.php)

Harry Albers property at 2636 Knob Hill Drive, Santa Rosa, CA  
"Sleeps 15 comfortably".

[https://www.airbnb.com/rooms/41709905?](https://www.airbnb.com/rooms/41709905?source_impression_id=p3_1624281009_pgGnnH6BuFz6SG58&guests=1&adults=1)

[source\\_impression\\_id=p3\\_1624281009\\_pgGnnH6BuFz6SG58&guests=1&adults=1](https://www.airbnb.com/rooms/41709905?source_impression_id=p3_1624281009_pgGnnH6BuFz6SG58&guests=1&adults=1)

[http://winecountryredwoodestate.com/?](http://winecountryredwoodestate.com/?gclid_EA1aIQobChMlyKjFiOeo8QIVMQJ9Ch3ptwMjEAAAYASAAEgIj_D_BwE)

[gclid\\_EA1aIQobChMlyKjFiOeo8QIVMQJ9Ch3ptwMjEAAAYASAAEgIj\\_D\\_BwE](http://winecountryredwoodestate.com/?gclid_EA1aIQobChMlyKjFiOeo8QIVMQJ9Ch3ptwMjEAAAYASAAEgIj_D_BwE)

Please do something before tragedy occurs in this city.

Appreciated,

Dale Sessions

[Redacted signature]

--

Dale Sessions

[Redacted signature]

**FW: [EXTERNAL]**

Meads, Shari <SMeads@srcity.org>

Tue 6/29/2021 11:37 AM

To: Buchanan, Charles <CBuchanan@srcity.org>

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel (707) 543 4665 | Fa (707) 543 3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)



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**From:** Wesley, Shannon <SWesley@srcity.org>

**Sent:** Thursday, June 24, 2021 10:09 AM

**To:** Meads, Shari <SMeads@srcity.org>

**Cc:** Lienau, Serena <SLienau@srcity.org>; Hartman, Clare <CHartman@srcity.org>

**Subject:** FW: [EXTERNAL]

FYI – another email below from Mr. Sessions re: 2636 Knob Hill Drive.

**Shannon Wesley | Senior Administrative Assistant**

City Manager's Office | 100 Santa Rosa Avenue | Santa Rosa, CA 95405

Tel. (707) 543-3011 | Fax (707) 543-3030 | [swesley@srcity.org](mailto:swesley@srcity.org)



**From:** Dale Sessions <[dale@daledesignsf.com](mailto:dale@daledesignsf.com)>

**Sent:** Wednesday, June 23, 2021 7:02 PM

**To:** \_CityCouncilListPublic <[citycouncil@srcity.org](mailto:citycouncil@srcity.org)>

**Subject:** [EXTERNAL]

Dear councilmen/women,

How did you sleep last night? Mine was amplified of 18-20 people on the adjacent property deck chatting and drinking, last I recall was 1:am. That's a Wednesday weekday morning. Basically my Home is unlivable now. Then at 7:15 a group of 12 or so decided to have coffee hour on the deck. I get no break here.

I'm now forced to amplify music myself and shine bright lights as the city won't help so i am self helping within the law. Seeing they can do this and more I will join and make it just as miserable. Come 10:pm I shut down, they do not. Can not believe nothing can be done. Nothing. The STR has all the rights and i have little.

Owner, Harry Albers.

Property address: [REDACTED]

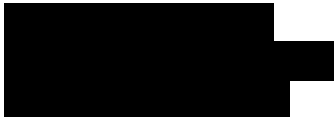
Please shut this guy down Begging, please

Stop the short term rentals and especially this one I'm forced to find a second home now as not being able to function daily is a huge problem. I welcome anyone to stop by and experience this insanity.

Dale Sessions



Dale Sessions



**From:** [Dale Sessions](#)  
**To:** [CityCouncilListPublic](#)  
**Subject:** [EXTERNAL] STR now corp[rotate seminars]  
**Date:** Thursday, June 24, 2021 6:50:37 PM

---

Dear councilmen/women,

8 cars at this STR property have arrived today. This is a business seminar happening, unbelievable. How does a residential 3 bedroom home become a business seminar event space? Because there are no regulations. All day and night i have had to listen to their dialog. This is not right. Life safety people, life safety. Hotels and resorts have a higher standard of codes to follow to protect lives Unless if you are a STR then no rules apply. 20+ People here at this moment. Again I can't enjoy my own home, ever apparently.

With all the housing issues this city has and you have allowed STR to dominate and take over. Do the right thing and put restrictions on STR. The housing issue will become much worse when more and more join in and sell off the neighborhood for a buck.

The property I'm talking about : Owner, Harry Albers.

Property address: 2636 Knob Hill Drive

Please shut this guy down. Begging, please.

Stop the short term rentals and especially this one. I'm forced to find a second home now as not being able to function daily is a huge problem. I welcome anyone to stop by and experience this insanity. Placing a simple cap of 30 day minimum requirement would solve so much of this. Again I welcome anyone to stop by and experience what I deal with every day.

Help,

Dale Sessions

2619 Fir Park Way

Santa Rosa, CA

415.244.1283

--

Dale Sessions

2619 Fir Park Way  
Santa Rosa, CA 95404  
Cell: 415.244.1283

**From:** [Dale Sessions](#)  
**To:** [CityCouncilListPublic](#)  
**Subject:** [EXTERNAL] STR now corp[rotate seminars]  
**Date:** Thursday, June 24, 2021 6:50:37 PM

---

Dear councilmen/women,

8 cars at this STR property have arrived today. This is a business seminar happening, unbelievable. How does a residential 3 bedroom home become a business seminar event space? Because there are no regulations. All day and night i have had to listen to their dialog. This is not right. Life safety people, life safety. Hotels and resorts have a higher standard of codes to follow to protect lives Unless if you are a STR then no rules apply. 20+ People here at this moment. Again I can't enjoy my own home, ever apparently.

With all the housing issues this city has and you have allowed STR to dominate and take over. Do the right thing and put restrictions on STR. The housing issue will become much worse when more and more join in and sell off the neighborhood for a buck.

The property I'm talking about : Owner, Harry Albers.

Property address: [REDACTED]

Please shut this guy down. Begging, please.

Stop the short term rentals and especially this one. I'm forced to find a second home now as not being able to function daily is a huge problem. I welcome anyone to stop by and experience this insanity. Placing a simple cap of 30 day minimum requirement would solve so much of this. Again I welcome anyone to stop by and experience what I deal with every day.

Help,

Dale Sessions

[REDACTED]

[REDACTED]

[REDACTED]

--

Dale Sessions



**From:** [Dale Sessions](#)  
**To:** [CityCouncilListPublic](#)  
**Subject:** [EXTERNAL] STR noise from groups  
**Date:** Friday, June 25, 2021 6:26:14 AM

---

Dear councilmen/women,

With the business seminar happening at true STR that abuts to my rear yard property line the chatter became a bit much last night. Echoing through my entire home. After my usual several txt messages to the property owner I received no response. Got a crazy idea to actually go over and talk with the guests and bring a bottle of wine to see if I could get them to be more understanding. Understanding that they are in a tightly packed residential neighborhood or hood. It was a successful conversation until I came back home. My phone had this txt message from the property owner:

“I am filling a police report for you trespassing and I’m getting a restraining order against you. If you keep this up you’ll find yourself in jail.”

For starters the guests never asked me to leave and in fact enjoyed a glass of wine together. They were very understanding and all had experiences at their own communities with STR hell stories. What’s more interesting or disturbing is the property owner sitting watching the guests on camera. Creepy! Can just imagine the hot tub situations being watched at night or private areas of the house.

This was followed by police calling and asking my side of the story.

Again, I’m begging for the city to help in this situation. What am I to do?

With all the housing issues this city has and you have allowed STR to dominate and take over. Do the right thing and put restrictions on STR. The housing issue will become much worse when more and more join in and sell off the neighborhood for a buck.

The property I’m talking about : Owner, [REDACTED]

Property address: [REDACTED]

Please shut this guy down. Begging, please.

Stop the short term rentals and especially this one. I’m forced to find a second home now as not being able to function daily is a huge problem. I welcome anyone to stop by and experience this insanity. Placing a simple cap of 30 day minimum requirement would solve so much of this. Again I welcome anyone to stop by and experience what I deal with every day.

Help,

Dale Sessions



[Redacted]

[Redacted]

[Redacted]

[Redacted]

Dale Sessions

[Redacted]

## FW: Questions regarding 1830 San Ramon

Meads, Shari <SMeads@srcity.org>

Tue 6/29/2021 3:29 PM

To: Buchanan, Charles <CBuchanan@srcity.org>

### Shari Meads | City Planner

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)



---

**From:** Hopwood, Kimberly <KHopwood@srcity.org>

**Sent:** Monday, June 28, 2021 4:29 PM

**To:** Val Anderson <vhanderson7@gmail.com>

**Cc:** Meads, Shari <SMeads@srcity.org>

**Subject:** Questions regarding 1830 San Ramon

Hello,

For information regarding ADUs visit our page [here](#).

Regarding short term rentals:

The City does not currently regulate short-term rentals (stays of 30 days or less) by owners or vacation rental hosting agencies (e.g., Airbnb) as a land use separate and distinct from a residential land use. Therefore, permits are not required for short-term rentals except for Bed and Breakfast uses. Short-term rental operators, however, must register and pay the City's Transient Occupancy Tax (TOT) and Tourism Business Improvement Area (BIA) assessment. Read more about TOT and BIA [here](#).

Short-term rental tenants must follow all local regulations including the City's Noise, Smoking, and Parking Ordinances which can be accessed via the search tool [here](#). Unlawful activity and code violations may be reported to the City's Police Department [(707) 528-5222 for non-emergency calls] or to [Code Enforcement](#) as needed.

Note that ADUs cannot be used as short-term rentals.

Kind regards,

### Kimberly Hopwood | Senior Administrative Assistant

Planning Division | 100 Santa Rosa Ave | Santa Rosa, CA 95404

Tel. (707) 543-4690 | Fax (707) 543-3269 | [khopwood@srcity.org](mailto:khopwood@srcity.org)



**From:** [Bernadette Burrell](#)  
**To:** [Meads, Shari](#)  
**Subject:** [EXTERNAL] Re: Short-term rental question  
**Date:** Tuesday, June 29, 2021 9:09:06 PM

---

Shari,

Thank you for your email. To whom (what agency) does the short term rental owners register and pay transient oriented taxes? There are investor groups coming into neighborhoods and buying up houses to use as Airbnb's as I understand it from your email they would be required to register? Question would be which agency.

Thank you,  
Bernadette Burrell

On Tue, Jun 1, 2021 at 10:38 AM Meads, Shari <[SMeads@srcity.org](mailto:SMeads@srcity.org)> wrote:

Good morning Bernadette,

The City does not regulate short-term rentals (stays of 30 days or less) by owners or hosting agencies (e.g. AirBnB) as a land use separate and distinct from a residential land use. Therefore, we do not require permits for short-term rentals, except for Bed and Breakfast uses. Short-term rental operators *are* required to register and pay transient oriented taxes but we do not have a website that shows where registered short-term rentals are located.

Note that short-term rental tenants must comply with all local, State, and National laws and regulations including the City's Noise, Smoking, and Parking Ordinances. Unlawful activity and code violations may be reported to the City's Police Department [(707) 528-5222 for non-emergency calls] or to [Code Enforcement](#) staff as applicable.

Warmly,

Shari

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)



**From:** Bernadette Burrell <[bcbl605@gmail.com](mailto:bcbl605@gmail.com)>  
**Sent:** Thursday, May 27, 2021 11:26 AM  
**To:** CMOOffice <[CMOffice@srcity.org](mailto:CMOffice@srcity.org)>  
**Subject:** [EXTERNAL] short term rental question

Hello,

Is there a website or a link that allows you to see who is registered to rent their home out for short term rental?

I am not sure if this is your department but it was the closest thing I could find on the list. If it is not your jurisdiction if you could point me in the correct direction.

Thank you,

Bernadette Burrell

Sent from [Mail](#) for Windows 10

**From:** [Wesley, Shannon](#)  
**To:** [Meads, Shari](#)  
**Subject:** FW: [EXTERNAL] Re: Short term rental ordinance  
**Date:** Friday, June 25, 2021 11:47:04 AM

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Just FYI for you – see email chain below.

**Shannon Wesley | Senior Administrative Assistant**

City Manager's Office | 100 Santa Rosa Avenue | Santa Rosa, CA 95405  
Tel. (707) 543-3011 | Fax (707) 543-3030 | [swesley@srcity.org](mailto:swesley@srcity.org)



---

**From:** De La Rosa, Raissa <[RdelaRosa@srcity.org](mailto:RdelaRosa@srcity.org)>  
**Sent:** Friday, June 25, 2021 11:45 AM  
**To:** David Long <[davidfrank2425@gmail.com](mailto:davidfrank2425@gmail.com)>  
**Cc:** \_CityCouncilListPublic <[citycouncil@srcity.org](mailto:citycouncil@srcity.org)>; Fleming, Victoria <[VFleming@srcity.org](mailto:VFleming@srcity.org)>; Laura Salo <[laurasalo2425@gmail.com](mailto:laurasalo2425@gmail.com)>; Rose, William <[WRose@srcity.org](mailto:WRose@srcity.org)>; Lyle, Amy <[ALyle@srcity.org](mailto:ALyle@srcity.org)>  
**Subject:** Re: [EXTERNAL] Re: Short term rental ordinance

Hi David -

You'll be happy to know that Bill Rose has agreed to take the lead on this and work with his staff to actively move this issue forward! A team of us has met and have developed a pathway as well as policy ideas that we believe will address the short term stay policy in alignment with some of the broader interests of council in mind, too.

As Bill is copied on this, I'll leave a more specific update to him as he has the latest info.

Best,  
Raissa

Raissa de la Rosa  
Economic Development Division Director  
City of Santa Rosa

Sent from my iPhone

On Jun 25, 2021, at 11:33 AM, David Long <[davidfrank2425@gmail.com](mailto:davidfrank2425@gmail.com)> wrote:

Hi Raissa & Victoria,

After a 5 month hiatus, I finally have landed in a long term situation (i.e., retirement) where I have sufficient time to devote to collaborating with the City to effect meaningful and substantial change on the Short Term Stay (STS) issues and ordinances that control them. During the past 5 months the STS situation in some neighborhoods have significantly deteriorated to the point where some residents' lives are being completely upended day after day without relief. The email that you sent back in January 2021 appears to be a stream of consciousness dissertation that, while informative, does little to create an impression that the City intends to devote the resources necessary to effect this change. That in and of itself needs to change very quickly.

**Would you please provide an update on what has been accomplished during the past 5 months and a summary of the City's overall goals for addressing this issue?**

I know that many persons in several City departments have been made aware of at least two egregious STS

situations. I will not lay out the details because they are documented with police reports but I can offer that there is a significant body of additional evidence in the form of daily diaries and photos by neighbors of AirBNB/VRBO rental properties that attest to the level of disturbance that is inexcusable. At 2411 Sunrise Place, I have personally seen at least 4 instances where there were 8 to 12 cars stacked in the driveway with mountains of trash overflowing the collection bins (see attached photo taken this past week as an example). That property has also recently erected a combination retaining wall and fence that is well in excess of 8 feet high that does not comply with City standards and there is no record of a permit being obtained for this work. Some STS properties are now hosting corporate events, conferences and weddings. This alone should indicate that there is something terribly wrong with the City not placing a high priority on changing the rules that govern the use of residential properties.

It appears that the City does not currently regulate STS from a land use standpoint but has instead chosen to focus on collecting Transient Occupancy Tax on such use by including a residential "house" in the definition of a "hotel." This policy is shortsighted and has led to the exploitation of residential properties that are now removed from the housing stock that the City desperately needs to protect and encourage for regular residential use. If something is not done to squash the STS concept, traditional residential neighborhoods will continue to deteriorate with additional loss of residential housing inventory that people in the City rely on to live and work here.

Your January 2021 email alludes to a course of action that is rooted in land use designation. City Code Section 20-22.020 sets forth the purposes of the residential zoning districts and STS is not among them. I cannot stress this point strongly enough - **STS is not a residential use**. The City should adopt modifications to the City Code that excludes STS from occurring in Zoning Districts RR, R-1, R-2 and R-3.

Alternatively, perhaps the City could:

- Define STS as the rental of a residential property for 30 days or fewer and occupied by not more than 8 persons
- Allow only one such rental per calendar month

These are the only tried and true ways to sufficiently blunt STS, which are currently nothing more than a blight for many residential communities and a source of undeserved income for STS property owners, most of whom take little responsibility for what their STS renters do while occupying the property.

Santa Rosa is quickly becoming the laughing stock of the County when it should be a progressive leader in community building. Downtown is in a sad state with zero optimism on the horizon. The square unification effort was/is a joke. The outdoor dining set-ups for COVID are the ugliest I have ever seen. The homeless situation is pervasive and residents are leaving for greener pastures. These things are happening under your noses and City staff needs to wake up and do some real planning.

How about starting to turn things around by recognizing that a residential home is not a "hotel" and using that as a springboard to instituting a STS policy that severely limits the potential for neighborhood disruption. There are many examples of such policy throughout California and the U.S. from which to draw upon.

I would be glad to work with you on this issue to speed the process along. I'll give you a call sometime next week to learn how that can happen.

Thanks,  
David Long  
707.322.8823

On Tue, Jan 19, 2021 at 2:33 PM De La Rosa, Raissa <[RdelaRosa@srcity.org](mailto:RdelaRosa@srcity.org)> wrote:

Hi David –

Apologies for taking so long to get back to you. I was assigned a pressing policy issue over the holidays that has demanded a lot of my time and attention, so a number of emails slipped through the cracks and I'm trying to catch up.

The question of a short term stay (STS) policy was elevated to and first discussed at the Economic Recovery Task Force in October of last year, and remained on the agenda until the task force was retired. For those meetings we pulled together a staff group that includes planning, building, code enforcement, police, fire, ED and finance in order to explore the issues from multiple angles and to more effectively get input from the task force council reps. Specifically, what was identified and discussed was:

- The method by which we could regulate short term stays is through land use. Currently STS is a single-family land use and is allowable, so we'd have to create a new zoning code designation. This is what would give code enforcement and police something to react to, especially if, for example, homeowners offering their residence for STS were required to apply for a conditional use permit that could be revoked if violated.
- There are around 200 +/- registered STS in Santa Rosa, though we know an unknown number do not register with the City. The City has looked at the positives and negatives in contracting with the platforms and/or third-party firms for help on compliance, but there is still no policing mechanism. From a revenue perspective, funds from STS are relatively small.
- While we assume there have been more complaints related to STS, since 2016 only 17 calls specific to vacation rental complaints in the call log were found. It was recognized that police receive the vast majority of the complaints, but we're clearly not capturing the impact of the problem in that venue.
- Certain neighborhoods seem to be impacted disproportionately more than others. With this, we discussed identifying/mapping overconcentration and high-risk areas, as well as public safety concerns in general (including road access, parking, illegal units...)

Where we are now:

- There is a recognized issue with staff capacity and competing priorities (e.g. health order enforcement, Glass Fire recovery/rebuild, immediate COVID related policy/program needs and responses, repeated emergency operations center assignments, ongoing council priority deliverables, etc.).
- Given the complexity of the issues that would need to be addressed in developing a new city-wide land use designation, councilmembers directed staff that they are looking for quality over speed in developing the ordinance, however they would like Finance to pursue agreements with the platforms and/or a third party to help monitor compliance.
- We are looking to build the data and map mentioned above.
- We've been asked to present both the revenue and expense potential related to a new policy and program

Importantly, as the economic recovery task force is now expired, we've just shifted back to holding the monthly Economic Development Subcommittee (Sawyer, Fleming, Alvarez), so this item will move to review and recommendation via this group. We held our first meeting with the new councilmembers today as a special meeting on a pressing matter, but will resume the standing meetings on the second Tuesday of each month at 10am. At the 2/9 meeting we'll review the project/program list from the task force (including this), identify new items the committee would like considered, and begin to set priorities that include both economic recovery and ongoing economic development.

This was a bit stream of conscious in terms of getting you up to speed, and by no means comprehensive of the ongoing work on this subject. I do hope you understand it remains in active status on our plates, and, unless council redirects staff to expedite the process at the cost of something else, we'll keep moving it along as best we can.

Lastly, as the foundation of the issue is land use, I've copied Amy Lyle and Bill Rose on this email as they



are managing that element and may be best able to clarify or correct anything I've written thus far.

Best,  
Raissa

**Raissa de la Rosa | Economic Development Division Director**

Planning & Economic Development Department | 100 Santa Rosa Avenue | Santa Rosa, CA 95404  
Voice (707) 543-3059 | [rdelarosa@srcity.org](mailto:rdelarosa@srcity.org)

<image001.jpg>

[<image003.jpg>](#) [<image004.jpg>](#) [<image005.jpg>](#) [<image006.jpg>](#) [<image007.jpg>](#) [<image008.jpg>](#) [<image009.jpg>](#)

**From:** David Long <[davidfrank2425@gmail.com](mailto:davidfrank2425@gmail.com)>  
**Sent:** Thursday, January 07, 2021 1:48 PM  
**To:** De La Rosa, Raissa <[RdelaRosa@srcity.org](mailto:RdelaRosa@srcity.org)>  
**Cc:** Laura Salo <[laurasalo2425@gmail.com](mailto:laurasalo2425@gmail.com)>  
**Subject:** [EXTERNAL] Re: Short term rental ordinance

Hi Raissa,  
Best wishes to you as we begin 2021 with hope that all things will be significantly improved from 2020!

My first e-mail to you regarding the subject topic was sent over a week ago during the holidays, so perhaps it has slipped down in your stack. At any rate, I have not received a response from you, so I am re-sending to keep it bubbled up near the top of your probably large list of things to do.

I would appreciate a receiving a response, even if it is simply to confirm receipt of my e-mail and let me know that you are the appropriate person to contact regarding the subject matter. If another City staff person would be more appropriate for that task, please let me know who that person is.

If you prefer to interact with me via phone call or text, you are welcome to use the cell listed below.

Thanks,  
David  
707.322.8823

On Tue, Dec 29, 2020 at 8:00 AM David Long <[davidfrank2425@gmail.com](mailto:davidfrank2425@gmail.com)> wrote:

Hi Raissa,  
I have been working with Victoria Fleming to advance an ordinance that would eliminate or at least severely limit the operation of unhosted short term rentals within the residential zoned areas of the City. I understand that you are taking the lead in drafting an ordinance. Would you please fill me in on the status of that effort and how our neighborhood group can provide input to the ordinance language?

Our Proctor/Montecito Heights neighborhood has seen a recent proliferation of medium to large home rentals that are owned and/or managed by corporate entities. These properties are operating in stark contrast to the normal residential character of our neighborhood and we feel a bit under seige. I am available to assist on any level necessary to move this issue forward.

Thanks,  
David Long  
707.322.8823

<IMG\_6112.jpg>



**From:** [Bernadette Burrell](#)  
**To:** [Meads, Shari](#)  
**Subject:** Re: [EXTERNAL] Re: Short-term rental question  
**Date:** Wednesday, June 30, 2021 12:49:41 PM

---

Hello,

Thank you for the information. Another thing for the city to consider is investors are buying properties for short term rentals. In an already tight housing market this limits the available homes for families that would be members of the community. I will follow this as it plays out.

Best,

Bernadette

On Wed, Jun 30, 2021 at 8:43 AM Meads, Shari <[SMeads@srcity.org](mailto:SMeads@srcity.org)> wrote:

Hi Bernadette,

The Revenue Division handles Transit Oriented Tax registrations. You can read more about that and find their contact information [HERE](#).

I can also let you know that we are having earnest discussions about developing a short-term rental policy. Staff has been collecting data for several months and it has become more clear that some short-term rentals are having a negative impact in neighborhoods citywide. I will be developing a webpage for the project over the next couple of weeks so that folks can follow project progress. Since you have reached out to me about the issue, you will automatically receive an email when the webpage goes live.

Thank you again for reaching out.

Warmly,

Shari

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)



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**From:** Bernadette Burrell <[bcb1605@gmail.com](mailto:bcb1605@gmail.com)>  
**Sent:** Tuesday, June 29, 2021 9:09 PM  
**To:** Meads, Shari <[SMeads@srcity.org](mailto:SMeads@srcity.org)>  
**Subject:** [EXTERNAL] Re: Short-term rental question

Shari,

Thank you for your email. To whom (what agency) does the short term rental owners register and pay transient oriented taxes? There are investor groups coming into neighborhoods and buying up houses to use as Airbnb's as I understand it from your email they would be required to register? Question would be which agency.

Thank you,

Bernadette Burrell

On Tue, Jun 1, 2021 at 10:38 AM Meads, Shari <[SMeads@srcity.org](mailto:SMeads@srcity.org)> wrote:

Good morning Bernadette,

The City does not regulate short-term rentals (stays of 30 days or less) by owners or hosting agencies (e.g. AirBnB) as a land use separate and distinct from a residential land use. Therefore, we do not require permits for short-term rentals, except for Bed and Breakfast uses. Short-term rental operators *are* required to register and pay transient oriented taxes but we do not have a website that shows where registered short-term rentals are located.

Note that short-term rental tenants must comply with all local, State, and National laws and regulations including the City's Noise, Smoking, and Parking Ordinances. Unlawful activity and code violations may be reported to the City's Police Department [(707) 528-5222 for non-emergency calls] or to [Code Enforcement](#) staff as applicable.

Warmly,

Shari

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)



**From:** Bernadette Burrell <[bcb1605@gmail.com](mailto:bcb1605@gmail.com)>

**Sent:** Thursday, May 27, 2021 11:26 AM

**To:** CMOOffice <[CMOffice@srcity.org](mailto:CMOffice@srcity.org)>

**Subject:** [EXTERNAL] short term rental question

Hello,

Is there a website or a link that allows you to see who is registered to rent their home out for short term rental?

I am not sure if this is your department but it was the closest thing I could find on the list. If it is not your jurisdiction if you could point me in the correct direction.

Thank you,

Bernadette Burrell

Sent from [Mail](#) for Windows 10

**From:** [Wesley, Shannon](#)  
**To:** [Meads, Shari](#)  
**Cc:** [Rose, William](#); [Lienau, Serena](#); [Hartman, Clare](#)  
**Subject:** FW: [EXTERNAL] Short term rentals  
**Date:** Wednesday, July 7, 2021 11:49:28 AM

---

FY – please see citizen email below. This is another from Mr. Sessions. If a response is generated, please cc me for logging.

**Shannon Wesley | Senior Administrative Assistant**

City Manager's Office | 100 Santa Rosa Avenue | Santa Rosa, CA 95405  
Tel. (707) 543-3011 | Fax (707) 543-3030 [swesley@srcity.org](mailto:swesley@srcity.org)



**From:** Dale Sessions <dale@daledesignsf.com>  
**Sent:** Wednesday, June 30, 2021 6:18 AM  
**To:** \_CityCouncilListPublic <citycouncil@srcity.org>  
**Subject:** [EXTERNAL] Short term rentals

Dear Councilmen/women,

Just wanted to share this news article with you all. A short term renter shoots a bear in the house he's staying at. The bigger question that everyone should be asking is why he had a loaded pistol and ready to open fire.

<https://www.sfgate.com/renotahoe/article/tahoe-visitor-shoots-bear-inside-home-self-defense-16280120.php>

Remember what happened in Orinda a few years back? Short term rentals with no control are a disaster in the making.


Most everyday my life is disrupted by the out of control airbnb/short term rental that is adjacent to my property. Yelling, hooting, screaming, music, just a good old bunch of folk enjoying themselves with no regard to the neighbors. This isn't just daily but its day and night. The noise ordinance in this city does little to help the situation. In fact the owner of the property encourages his guests to enjoy themselves and operate the exterior speakers - to silence the noise of the neighbors. No control at all of who shows up at this rental, even says the owner. He rents it to a few, but they invite guests. This is all very wrong.

Property:

[REDACTED]

Owner:

Harry Albers



There needs to be some strong guidelines and ordinances put in place. I know efforts are happening make this, but how am I suppose to live until that happens?

Frustrated,

Dale Sessions  
415.244.1283

--

Dale Sessions



**From:** [SRPD Admin](#)  
**To:** [Meads, Shari](#); [Rose, William](#)  
**Cc:** [Boettger, David](#); [Cregan, John](#)  
**Subject:** FW: New Crowdsourc Issue Reported | Public Safety Problems | Other  
**Date:** Wednesday, July 7, 2021 9:09:45 AM

---

Hello Shari & Bill,

I received another short term rental complaint and was told to forward to you.

Thank you

-----Original Message-----

From: mysantarosa.fmeserver@srcity.org <mysantarosa.fmeserver@srcity.org>  
Sent: Saturday, July 3, 2021 8:40 AM  
To: Bayless, Jake <jbayless@srcity.org>; Stull, Matt <MStull@srcity.org>; f77a25fa.srcity.org@amer.teams.ms; McClure, Shelley <smcclure@srcity.org>; SRPD Admin <srpdadmin@srcity.org>  
Cc: 3ca8176e.srcity.org@amer.teams.ms  
Subject: New Crowdsourc Issue Reported | Public Safety Problems | Other

ReportType: Public Safety Problems

PROBTYPE: Other

CREATED: July 03 2021 08:32

NAME: Concerned neighbor

PHONE:

EMAIL: [REDACTED]

LOCATION: [REDACTED]

DETAILS: There are cars parking on the corner at [REDACTED] because there are renters living in that home-now listed as a 3 unit home for sale (zoning permit? - residential single family home area only) -cars make it unsafe to make turn safely-visibility.

MAP URL: <https://www.google.com/maps/search/?api=1&query=38.448318282016565,-122.67794856779942>



**From:** [Wesley, Shannon](#)  
**To:** [Meads, Shari](#); [Rose, William](#)  
**Cc:** [Lienau, Serena](#); [Hartman, Clare](#)  
**Subject:** FW: [EXTERNAL] 4th of July living next to a short term vacation rental  
**Date:** Friday, July 9, 2021 2:22:59 PM

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FYI – An email below from Mr. Dale Sessions.

**Shannon Wesley | Senior Administrative Assistant**

City Manager's Office | 100 Santa Rosa Avenue | Santa Rosa, CA 95405  
Tel. (707) 543-3011 | Fax (707) 543-3030 [swesley@srcity.org](mailto:swesley@srcity.org)



**From:** Dale Sessions <dale@daledesignsf.com>  
**Sent:** Monday, July 5, 2021 8:22 AM  
**To:** \_CityCouncilListPublic <citycouncil@srcity.org>  
**Subject:** [EXTERNAL] 4th of July living next to a short term vacation rental

Dear Councilmen/women,

As usual living next to this out of control short term rental never disappoints in the insane activity. Fire pit roaring last night with 18 or so people well beyond 10:pm. Fire pit is surrounded by dried dead vegetation but my calls to fire district say they can do nothing as this is a single family residence. Last night being the 4th of July fireworks being set off. Seriously?! Again, no help from Santa Rosa. Let's burn the neighborhood down then maybe act on this. Extremely unsafe living next to this activity, Most everyday my life is disrupted by the out of control airbnb/short term rental that is adjacent to my property. Yelling, hooting, screaming, music, just a good time for all except the surrounding neighbors. This is my life.

Property:

[REDACTED]

Owner:

Harry Albers

[REDACTED]

[REDACTED]

There needs to be some strong guidelines and ordinances put in place. I can't live like this! I am now forced to find a new house because this is just insane every day of the week. Santa Rosa has failed me little to no help in this situation. Over 9 months of trying to live a normal peaceful life here and I am not allowed. Not trying to be a jerk but enough is enough and lawsuit against the city is the next course of action as I don't know what else I can do. It's not just the airbnb/short term rental that the problem is, but the lack of the city reacting to it. They are allowed to do whatever they want, but I am restricted as a homeowner.

Beyond frustration,

Dale Sessions  
415.244.1283

--

**Dale Sessions**



**From:** [Meads, Shari](#)  
**To:** [Ashlie](#)  
**Subject:** RE: [EXTERNAL] AirBnB Regulations  
**Date:** Wednesday, July 7, 2021 9:06:00 AM

---

Hi Ashlie,

The City is in the process of creating a short-term rental policy. At this stage I don't know what the regulations will ultimately be. We are looking at other jurisdictions' ordinances and will draft our own proposal which will be decided by the City Council (most likely by the end of the year). Note that all of the ordinances I have reviewed include different restrictions for hosted (owner is on site and shares one or two rooms as a short-term rental) vs non-hosted/whole house short-term rentals. Non-hosted/whole house uses had stricter locational and duration standards. I don't have insight into what the Council will want to see here.

I am in the process of developing a simple short-term rentals webpage where folks will be able to monitor the status of the project. Since you have shown interest in short-term rentals, I will email you when the page is live.

Warmly,  
Shari

Shari Meads | City Planner  
Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404  
Tel. (707) 543-4665 | Fax (707) 543-3269 |  
[smeads@srcity.org](mailto:smeads@srcity.org)

-----Original Message-----

From: Ashlie <[ashlieselzer@yahoo.com](mailto:ashlieselzer@yahoo.com)>  
Sent: Wednesday, July 7, 2021 8:33 AM  
To: Meads, Shari <[SMeads@srcity.org](mailto:SMeads@srcity.org)>  
Subject: [EXTERNAL] AirBnB Regulations

Hi Shari,

I spoke with Eileen this morning, and she directed me to you.

I am looking at putting an offer in on a house this week to hopefully turn into an AirBnB. Before I do though, I want to make sure there are no laws or regulations prohibiting me from doing so. If you can help me out with some guidance, I would greatly appreciate it. Feel free to call or email anytime.

Thank you,  
Ashlie Selzer  
707.367.1111

**From:** [Dale Sessions](#)  
**To:** [CityCouncilListPublic](#)  
**Subject:** [EXTERNAL] Short term rental fire pits  
**Date:** Saturday, July 10, 2021 9:59:47 AM

---

Dear Councilman/women,

Here we go again another event happening at a residential short term rental. This is wrong! Let's talk about the fire pit that is surrounded by dried vegetation, dried leaves pushed up against neighboring fences, etc. I've contacted the fire district several times and the fire department. The response: "this is a single family residence and they can have an open flame fire pit. You should keep an eye on things and if a fire should spread, call us back". That response is insane. This single family home is operating an event/party space. Not 5-6 people, but 20, 30, 50, 120 on any given day/night. Hotels and commercial properties have tight regulations all in the name of life safety. Short term rentals - it's the wild west and do anything and everything.

Fire pit.jpg



Most everyday my life is disrupted by the out of control airbnb/short term rental that is adjacent to my property. Yelling, hooting, screaming, music, just a good old bunch of folk

enjoying themselves with no regard to the neighbors. This isn't just daily but it's day and night. The noise ordinance in this city does little to help the situation. In fact the owner of the property encourages his guests to enjoy themselves and operate the exterior speakers - to silence the noise of the neighbors. No control at all of who shows up at this rental, even says the owner. He rents it to a few, but they invite guests. This is all very wrong.

Property:

[REDACTED]

Owner:

Harry Albers

[REDACTED]

There needs to be some strong guidelines and ordinances put in place. I know efforts are happening to make this, but how am I supposed to live until that happens?

Frustrated,

Dale Sessions

[REDACTED]

**From:** [Cregan, John](#)  
**To:** [Meads, Shari](#); [Rose, William](#); [Hartman, Clare](#); [Boettger, David](#); [Oswald, Jesse](#)  
**Subject:** FW: [EXTERNAL] Ongoing issues with short-term rental property in Montecito Meadows neighborhood  
**Date:** Monday, July 12, 2021 8:32:45 AM  
**Attachments:** [image001.png](#)

---

See below listed email regarding Short Term Rental complaint.

**John Cregan | Captain**

Special Services Division | Santa Rosa Police Department  
965 Sonoma Ave. | Santa Rosa, CA 95404  
Tel. (707) 543-4070 | Fax (707) 543-3557 | [jcregan@srcity.org](mailto:jcregan@srcity.org)  
[Facebook](#) | [Twitter](#) | [Instagram](#) | [Nextdoor](#) | [Nixle](#)



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**From:** Erik Diez <erikdiez@comcast.net>  
**Sent:** Sunday, July 11, 2021 11:32 PM  
**To:** \_CityCouncilListPublic <citycouncil@srcity.org>; Cregan, John <JCregan@srcity.org>; Fleming, Victoria <VFleming@srcity.org>  
**Cc:** Erik Diez <erikdiez@comcast.net>; Dale Sessions <dale@daledesignsf.com>; Cindy Zinnamon <czinnamon@sbcglobal.net>; Lise Luttgens <lise@liseluttgens.com>; Michael Frank 2636 Neighbor <Code3gt@gmail.com>; Mike and Monica Bryant <mlbryant17@gmail.com>; Monica Bryant <monica.le.bryant@gmail.com>; Paul & Cary Olin <cbolin@dslextreme.com>; Paul & Cary Olin <pgolin@ucdavis.edu>; Paul Pedersen <pedfam05@sbcglobal.net>; Peter Arnold <lagnaf@sonic.net>; Steve Seeger <mette4900@hotmail.com>; Tamao Arnold <ebikuma@icloud.com>; Vicki Ono <noflats@sonic.net>; pattylavine2630@gmail.com  
**Subject:** [EXTERNAL] Ongoing issues with short-term rental property in Montecito Meadows neighborhood

Hello Santa Rosa City Council members,

As a follow-up to my email of June 18, I wanted to make you aware of recent activity at the short-term rental located at [REDACTED] in Santa Rosa. On Thursday, July 8, not one, but two large trucks arrived at the property to deliver party supplies in preparation for a large gathering and event this past weekend.







The event took place on Saturday, July 10. I don't know how many guests were there, but was able to count 14 cars (4 in the driveway, 10 parked on the street).







The festivities were largely held outdoors in the backyard and fire pit area, and could loudly be heard throughout the neighborhood, disturbing all the surrounding homeowners. Neighbors made multiple calls to the police before things finally quieted down. Unfortunately, this has become a regular occurrence at this property, and it's obviously being operated as a commercial event center. It has always been my understanding that this neighborhood is zoned for single-family dwellings, and an event center is clearly incompatible with the neighborhood. Our request is that the city council, planning department, and police enforce the zoning ordinances and prevent further large-scale events from being held at this property. Beyond that, we again ask that the city council Implement a city ordinance to strongly regulate and limit short-term rentals.

Best regards,

Erik and Susan Diez

[Redacted signature block]

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June 18, 2021

Hello Santa Rosa City Council members,

I am writing to let you know about ongoing problems we've been having in our neighborhood (Montecito Meadows) for the past year with a neighbor who converted his home into a short-term rental. The property is located at [REDACTED]. Here is a link to their website: <https://winecountryredwoodestate.com>

The presence of this short-term rental in our neighborhood has caused multiple problems for all the neighbors surrounding the property. Because it is a large home (Sleeps 15, with 5 bedrooms, 7 beds, dining tables with seating for 20, etc.) that rents for about \$1300/night, it's never simply a family or a couple coming for a weekend getaway. Groups of 8 - 15 are the norm, and there have been several weddings with 30 - 70 guests. This affects all the surrounding neighbors in multiple ways:

- Loud outdoor parties that continue into the early hours of the morning, many hours past the 10 pm quiet time that supposedly exists as the Santa Rosa City noise ordinance.
- Alcohol and marijuana-fueled bad behavior, particularly around the fire pit, hot tub and rear deck: loud talking, laughter, screaming, and swearing late into the night.
- High-intensity outdoor lighting, especially around the fire pit area, that disturbs the neighboring homes, making it hard for everyone to sleep
- Outdoor smoking in a high fire danger area. This property has a lot of dry leaves and trees, and we are all in fear that a carelessly tossed cigarette could start a fire that would quickly spread throughout the entire neighborhood.
- Knob Hill drive is a narrow street. When large events like weddings are held there, guest park their cars on both sides of the street. This creates another safety hazard in that it would be extremely difficult for fire trucks and emergency vehicles to get through there should an emergency occur.

The bottom line is that it's being operated as a commercial hospitality operation that is completely out of character in a neighborhood of single-family homes. We have done our best to resolve the issues ourselves. Seven of us nearby homeowners met with the property owner, Harry Albers, in May to discuss these issues to try to resolve them. Unfortunately, Mr. Albers hasn't made any substantive changes. His suggestions were: Close your windows and drapes, and get some earplugs ... not very helpful! Because of the ongoing problems it's created, several neighbors are now considering selling and moving away.

These issues are not limited to our single neighborhood - it's a city-wide problem. It's time for the City of Santa Rosa to do what so many other cities have done - Implement a city ordinance to strongly regulate and limit short-term rentals. In addition to all the problems I've described above, short-term rentals exacerbate the housing problems Santa Rosa continues to face. It takes housing stock off the market, allocating it for visiting tourists, while residents struggle to find affordable housing. I'm sure I speak for my neighbors and for many fellow Santa Rosans in asking the City Council to take a leadership role to develop a solution to this problem.

Thank you very much for your time. If you have any questions or would like to discuss this further, we would be happy to organize a neighborhood meeting so that you can hear from multiple constituents at

one time.

Best regards,

Erik and Susan Diez

[REDACTED]  
[REDACTED]  
[REDACTED]

email: [erikdiez@comcast.net](mailto:erikdiez@comcast.net) Implement a city ordinance to strongly regulate and limit short-term rentals.



**From:** [Dale Sessions](#)  
**To:** [CityCouncilListPublic](#)  
**Subject:** [EXTERNAL]  
**Date:** Sunday, July 11, 2021 6:56:52 AM

---

Dear Councilman/women,

What a wonderful enjoyable Saturday night we had. Ha, far from, it! The short term rental aka party event house crowds started arriving soon after 3:pm. Amplified music, yelling, hooting, screaming, and a whole lot of chatter. When you have 50 or so guests this is what happens. Streets blocked with cars again. Driveway stacked with 6 cars. About 7:pm it got worse, much louder. I called twice for police to speak with the guests. Various neighbors also called, 4 that i know so far. Police came to the property twice that I know of. The last time they sat in the police car outside the home to be sure the noise didn't return.

I sent a text to the owner stating that police were at his property dealing with the noise. He's response to me and similarly to my neighbors: "you are delusional. I have this on tape and there is no noise. Police know your number and you will be arrested for disrupting my guests. I will be filing a lawsuit against you." So now we the neighbors are the problem and not his operation of an event space in a formerly quiet peaceful neighborhood.

This single family home is operating an event/party space. Not 5-6 people, but 20, 30, 50, 120 on any given day/night. Hotels and commercial properties have tight regulations all in the name of life safety. Short term rentals - it's the wild west and do anything and everything.

Most everyday my life is disrupted by the out of control airbnb/short term rental that is adjacent to my property. Yelling, hooting, screaming, music, just a good old bunch of folk enjoying themselves with no regard to the neighbors. This isn't just daily but it'sday and night. The noise ordinance in this city does little to help the situation. In fact the owner of the property encourages his guests to enjoy themselves and operate the exterior speakers - to silence the noise of the neighbors. No control at all of who shows up at this rental, even says the owner. He rents it to a few, but they invite guests. This is all very wrong.

Property:

[REDACTED]

Owner:

Harry Albers

[REDACTED]

There needs to be some strong guidelines and ordinances put in place. I know efforts are happening to make this, but how am I supposed to live until that happens?

Frustrated,

--

Dale Sessions

[REDACTED]



**From:** [pedfam05@sbcglobal.net](mailto:pedfam05@sbcglobal.net)  
**To:** [Short Term Rentals](#)  
**Subject:** [EXTERNAL] Residential Neighborhood/Short Term Rentals  
**Date:** Monday, July 12, 2021 12:09:54 PM

---

Thank you for beginning to address issue of short-term rentals in residential neighborhoods in Santa Rosa. I strongly believe that short-term (generally “vacation” rentals) should not be allowed in residential neighborhoods within the city of Santa Rosa. For the following reasons no residential rental of less than 30 days should be allowed within the city of Santa Rosa:

**QUALITY OF LIFE:** Vacation rentals have the potential to significantly change the quality of life for homeowners within the proximity of a short-term rental. Late night outdoor activity including the use of fire pits, music, airborne smoke and parking congestion have demonstrated the potential to impact the quality of life in one’s home. Frequent loud parties and activities before 10 PM resulting in the inability to relax in one’s backyard also significantly changes the homeowners quality of life.

**FINANCIAL IMPACT:** The proximity of a short-term rental may negatively impact the value of your home at the point of sale. Potential buyers may reject market rate pricing for a home encumbered by the negative effects of a short term rental.

**COMMUNITY SAFETY AND SECURITY:** The introduction of short-term, vacation renters into a neighborhood has the potential to increase vehicle traffic and parking and decrease home security. Increased exposure to one’s home by non-residents from out of the area could lead to vandalism and theft.

Please act to restrict residential home rentals within the city of Santa Rosa to no less than 30 days.

Thank you,  
Paul Pedersen

[REDACTED]  
[REDACTED]

**From:** [Dale Sessions](#)  
**To:** [CityCouncilListPublic](#)  
**Subject:** [EXTERNAL] Short term rental party house  
**Date:** Monday, July 12, 2021 6:02:55 AM

---

Dear Councilman/women,

Hope everyone enjoyed a peaceful weekend and rested up for the work week. Unfortunately that is a privilege I'm denied. The short term rental/airbnb type of single family home party house event center made the entire weekend a living hell including Monday at 2:am. I was bolted from sleep by the guests dog barking, a group of 18 (my guises) and music all happening on the deck that echoes through the neighborhood. No respect. No peace. No rest. I'm exhausted and worn out dealing with this everyday of my life! Shut this dam place down please. Am I angry? YES.

This single family home is operating an event/party space. Not 5-6 people, but 20, 30, 50, 120 on any given day/night. Hotels and commercial properties have tight regulations all in the name of life safety. Short term rentals - it's the wild west and do anything and everything.

Most everyday my life is disrupted by the out of control airbnb/short term rental that is adjacent to my property. Yelling, hooting, screaming, music, just a good old bunch of folk enjoying themselves with no regard to the neighbors. This isn't just daily but it's day and night. The noise ordinance in this city does little to help the situation. In fact the owner of the property encourages his guests to enjoy themselves and operate the exterior speakers - to silence the noise of the neighbors. No control at all of who shows up at this rental, even says the owner. He rents it to a few, but they invite guests. This is all very wrong.

Property:

[REDACTED]

Owner:

Harry Albers

[REDACTED]

There needs to be some strong guidelines and ordinances put in place. I know efforts are happening to make this, but how am I supposed to live until that happens?

Frustrated

--

Dale Sessions

[REDACTED]



**FW: [EXTERNAL] Short term rental regulations**

Short Term Rentals &lt;shorttermrentals@srcity.org&gt;

Wed 7/21/2021 11:47 AM

To: Buchanan, Charles &lt;CBuchanan@srcity.org&gt;

**Shari Meads | City Planner**

Planning &amp; Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel (707) 543 4665 | Fa (707) 543 3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)

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**From:** Meads, Shari**Sent:** Thursday, July 15, 2021 9:17 AM**To:** Michelle Renee Brown <brownmi@stanford.edu>**Cc:** Hopwood, Kimberly <KHopwood@srcity.org>**Subject:** RE: [EXTERNAL] Short term rental regulations

Hi Michelle,  
Kimberly is indeed a rockstar!

I don't have much more to share since planning staff is in the very beginning stages of drafting a short-term rentals ordinance. Staff from Police, Code Enforcement, Economic Development, Finance, and Planning have been meeting for the past few months to discuss short-term rental related issues. We have also been collecting data and reviewing other jurisdictions' regulations

Short-term rentals will be discussed with the [Economic Development Subcommittee](https://srcity.org/1400/Economic-Development-Subcommitee) (<https://srcity.org/1400/Economic-Development-Subcommitee>) at 10 a.m. on August 10, 2021 to receive feedback and direction on next steps. The agenda will be posted to the website no less than 72 hours prior to the meeting. I have included Zoom access information below.

Ordinance adoption requires many steps and is not a quick process. It will not be completed in the next two months. I know that does not help with your decision but if you are able to attend the Economic Development Subcommittee Meeting you will get an idea of what three of the Council members suggest (at the same time planning staff receives the information).

Staff is developing a short term rentals webpage where you will be able to keep up to date on the short term rental ordinance project and an email account has been created specifically for short-term rental related inquiries. It is [shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org).

Warmly,  
Shari

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404  
Tel. (707) 543-4665 | Fax (707) 543-3269 |  
[mead@rcity.org](mailto:mead@rcity.org)



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**From:** Michelle Renee Brown <[brownmi@stanford.edu](mailto:brownmi@stanford.edu)>  
**Sent:** Thursday, July 15, 2021 8:57 AM  
**To:** Meads, Shari <[SMeads@srcity.org](mailto:SMeads@srcity.org)>  
**Cc:** Hopwood, Kimberly <[KHopwood@srcity.org](mailto:KHopwood@srcity.org)>  
**Subject:** Re: [EXTERNAL] Short term rental regulations

Hi Shari,

I spoke with Kimberly yesterday by phone who informed me that there were some new ordinances perhaps in development. She encouraged me to reach out to you to see if there was any additional information at this time. We are hoping to identify a property in the next 1-2 months.

And thanks again to Kimberly for reaching out to me by phone! I really appreciate it.

Thanks so much,  
Michelle

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**From:** Hopwood, Kimberly <[KHopwood@srcity.org](mailto:KHopwood@srcity.org)>  
**Sent:** Tuesday, July 13, 2021 10:08 AM  
**To:** Michelle Renee Brown <[brownmi@stanford.edu](mailto:brownmi@stanford.edu)>  
**Cc:** Meads, Shari <[SMeads@srcity.org](mailto:SMeads@srcity.org)>  
**Subject:** RE: [EXTERNAL] Short term rental regulations

Hello,

The City does not currently regulate short-term rentals (stays of 30 days or less) by owners or vacation rental hosting agencies (e.g., Airbnb) as a land use separate and distinct from a residential land use. Therefore, permits are not required for short-term rentals except for Bed and Breakfast uses. Short-term rental operators, however, must register and pay the City's Transient Occupancy Tax (TOT) and Tourism Business Improvement Area (BIA) assessment. Read more about TOT and BIA [here](#).

Short-term rental tenants must follow all local regulations including the City's Noise, Smoking, and Parking Ordinances which can be accessed via the search tool [here](#). Unlawful activity and code violations may be reported to the City's Police Department [(707) 528-5222 for non-emergency calls] or to [Code Enforcement](#) as needed.

Note that ADUs cannot be used as short-term rentals.

Kind regards,

**Kimberly Hopwood | Senior Administrative Assistant**

Planning Division | 100 Santa Rosa Ave | Santa Rosa, CA 95404

Tel (707) 543 4690 | Fax (707) 543 3269 | [khopwood@srcity.org](mailto:khopwood@srcity.org)

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**From:** Michelle Renee Brown <[brownmi@stanford.edu](mailto:brownmi@stanford.edu)>**Sent:** Tuesday, July 13, 2021 9:36 AM**To:** Hopwood, Kimberly <[KHopwood@srcity.org](mailto:KHopwood@srcity.org)>**Subject:** [EXTERNAL] Short term rental regulations

Hello,

I was trying to get information regarding short term rental regulations in the city of Santa Rosa. The Sonoma County website notes that rentals are allowed in residential zoning districts (AR, RR, and R1) but not in higher-density residential districts (R2 and R3). However, I have also read that each city determines their own regulations.

We are interested in purchasing a home in Santa Rosa to intermittently rent short term. How can I determine if this is permitted?

Thank for your assistance!

Michelle Brown  
[REDACTED]

**From:** [David Long](#)  
**To:** [Meads, Shari](#)  
**Cc:** [Rose, William](#); [Fleming, Victoria](#); [Alvarez, Eddie](#)  
**Subject:** [EXTERNAL] Re: City of Santa Rosa short-term rentals update  
**Date:** Tuesday, July 13, 2021 3:02:40 PM  
**Attachments:** [image001.jpg](#)

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Hi Shari,

I appreciate you reaching out to me directly on this issue. I have been the recipient of direct outreach from a number of City staff, all of whom are copied on this e-mail. By this time I am sure all of you are aware of and agree that the City's current tools and ordinances for appropriately reigning in short term rentals/stays is completely inadequate so there is very little need other than historical perspective for anyone to understand more about or utilize those tools because they are ineffective.

That said, I am encouraged that the issue has bubbled up to one of at least medium priority for the Council and Planning Department and that a dedicated location for receiving input from the public has been established.

All of those copied on this e-mail have offered to have a conversation with me about my ideas, but none other than Victoria have included their direct phone number where such a call could be initiated. Even though our community appears to be on a downward slope in the COVID pandemic, I am guessing that most City staff are still working remotely and that a cell phone number might be the most direct means of having a phone conversation and even exchanging quick thoughts via text message.

Shari, could you provide those cell phone numbers for me? Mine is listed under my name below and has been provided with several other prior e-mails.

I look forward to getting some ideas into the mix before the August 10th ED Subcommittee meeting.

Thanks,  
David  
(707) 322-8823

On Mon, Jul 12, 2021 at 11:38 AM Meads, Shari <[SMeads@srcity.org](mailto:SMeads@srcity.org)> wrote:

Hello David,

I wanted to reach out to you with a brief update on the short-term rentals (STR) project. As you know, the City of Santa Rosa currently does not have an ordinance addressing STRs. Mindful of community concerns related to safety, impacts to neighborhoods and residents, and impacts to the City's housing stock, Planning staff is moving forward with development of a STR ordinance which will outline requirements and performance standards to ensure that STRs are compatible with neighborhoods. Note that even without a dedicated ordinance, Accessory Dwelling Units (ADUs) cannot be used as STRs.

Short-term rental complaints are currently addressed through the City's Noise, Smoking, ADU, and Parking Ordinances which can be accessed via the search tool

[here](#). Unlawful activity and code violations may be reported to the City's Police Department [(707) 528-5222 for non-emergency calls] or to [Code Enforcement](#) as needed.

Short-term rental operators must register and pay the City's Transient Occupancy Tax (TOT) and Tourism Business Improvement Area (BIA) assessment. Read more about TOT and BIA [here](#).

As a first step in the ordinance development process, staff will discuss STRs with the [Economic Development Subcommittee](#) at 10 a.m. on August 10, 2021. This meeting will provide an opportunity for staff to present options, receive direction, and discuss next steps for the potential ordinance. Zoom meeting information will be included on the August 10th Economic Development Subcommittee Agenda available in Legistar ([santa-rosa.legistar.com](http://santa-rosa.legistar.com)) no later than 72 hours before the meeting.

Staff is developing a STR webpage to provide updates on the project. At this time, public comments can be emailed to [shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org). This email account will be actively monitored by Planning staff members.

Please let me know if you would like to discuss this with me directly.

Sincerely,

Shari

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)



**From:** [Vicki Ono](#)  
**To:** [Short Term Rentals](#)  
**Cc:** [Dale Sessions](#)  
**Subject:** [EXTERNAL] Vacation rental/short term rental at [REDACTED]  
**Date:** Wednesday, July 14, 2021 12:47:34 PM

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Hello,

I am writing in regards to a vacation rental that is the source of much disruption and hostilities in our normally quiet and peaceful neighborhood (Montecito Meadow). I know the Santa Rosa City Council members and police and fire enforcement agencies are well aware of this residence, being recipients of a large number of complaints. I urge the City to enact an ordinance to control the activities of vacation rentals such as this one, that are so completely incompatible with their surrounding neighborhoods.

The City doesn't need to reinvent the wheel! Sonoma County has a "Code for Vacation Rentals, Section 26-88-120" that seems to address all of the issues of concern that have been brought forward by [REDACTED] (and other rentals in Santa Rosa with similar concerns.) The County Code addresses permit requirements, such as maximum number of guest rooms, maximum number of overnight guests, maximum number of daytime visitors, and parking; performance standards, such as noise, amplified sound, outdoor fire, availability of certified property management; and enforcement and penalties. There are numerous other cities in CA with regulations governing vacation/short terms rentals, many with even stricter regulations.

I once again urge the City to act.

Thank you for your attention to this matter.

Respectfully,  
Vicki Ono

[REDACTED]

**FW: [EXTERNAL] Out of control****Short Term Rentals** <shorttermrentals@srcity.org>

Wed 7/21/2021 11:48 AM

**To:** Buchanan, Charles <CBuchanan@srcity.org>**Shari Meads | City Planner**

Planning &amp; Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel (707) 543 4665 | Fa (707) 543 3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)

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**From:** Dale Sessions <dale@daledesignsf.com>  
**Sent:** Wednesday, July 14, 2021 2:25 PM  
**To:** Short Term Rentals <shorttermrentals@srcity.org>  
**Subject:** [EXTERNAL] Out of control

Hello,

Hope everyone enjoyed a peaceful weekend and rested up for the work week. Unfortunately that is a privilege I'm denied. The short term rental/airbnb type of single family home party house event center made the entire weekend a living hell including Monday at 2:am. I was bolted from sleep by the guests' dog barking, a group of 18 (my guises) and music all happening on the deck that echoes through the neighborhood. No respect. No peace. No rest. I'm exhausted and worn out dealing with this everyday of my life! Shut this dam place down please. Am I angry? YES.

This single family home is operating an event/party space. Not 5-6 people, but 20, 30, 50, 120 on any given day/night. Hotels and commercial properties have tight regulations all in the name of life safety. Short term rentals - it's the wild west and do anything and everything.

Most everyday my life is disrupted by the out of control airbnb/short term rental that is adjacent to my property. Yelling, hooting, screaming, music, just a good old bunch of folk enjoying themselves with no regard to the neighbors. This isn't just daily but it's day and night. The noise ordinance in this city does little to help the situation. In fact the owner of the property encourages his guests to enjoy themselves and operate the exterior speakers - to silence the noise of the neighbors. No control at all of who shows up at this rental, even says the owner. He rents it to a few, but they invite guests. This is all very wrong.

Property  
[REDACTED]

Owner:

Harry Albers  
[REDACTED]

There needs to be some strong guidelines and ordinances put in place I know efforts are happening to make this, but how am I supposed to live until that happens?

Frustrated,

Dale Sessions





**FW: [EXTERNAL] 2636 Knob Hill party house**

Short Term Rentals &lt;shorttermrentals@srcity.org&gt;

Wed 7/21/2021 11:47 AM

To: Buchanan, Charles &lt;CBuchanan@srcity.org&gt;

**Shari Meads | City Planner**

Planning &amp; Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel (707) 543 4665 | Fa (707) 543 3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)

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**From:** Stacy Mertz <stacymertz5@gmail.com>**Sent:** Thursday, July 15, 2021 11:06 AM**To:** Short Term Rentals <shorttermrentals@srcity.org>**Subject:** [EXTERNAL] [REDACTED]

Dear Santa Rosa Leaders:

[REDACTED] is a short term rental.

The rental has become a “house-party” house and our neighborhood has been inundated with constant, loud partying, cars lining and blocking the streets and aggressive, threatening party-goers. This was a very quiet family neighborhood with the occasional neighborhood party until this house became a short term rental— now it feels like we live in a commercial, special-event zone. We have pleaded with the owner, Airbnb, and the city of Santa Rosa to control what is happening to our neighborhood. We are told to call the police when the noise and traffic get out of control— the police are called repeatedly and will continue to be called. We need help in the form of Short Term Rental Regulations in the city of Santa Rosa— most other cities have ordinances because of what is currently happening in our neighborhood. Airbnb and the owner have no interest in stopping these large parties. The house rents for \$1369 per night and so Airbnb and the owner will never do anything to stop the flow of income.

Here is the listing:

Check out this home on Airbnb! [https://www.airbnb.com/rooms/41709905?guests=1&adults=8&s=2&unique\\_share\\_id=9581764e-62a9-498e-85db-418ec343d5cc](https://www.airbnb.com/rooms/41709905?guests=1&adults=8&s=2&unique_share_id=9581764e-62a9-498e-85db-418ec343d5cc)

In addition to the disruption of large parties, I am upset about the impact of fire season and the drought. There is a fire pit in the yard— we all know how dry it is, how easily fires start and the devastation caused. What about smokers and the ash and refuse? The renters have “no skin in the game” and if they start a fire, they walk away leaving residents ruined. . If neighborhoods are going to be subject to living next to commercial party venues, shouldn’t the party venues have the same fire requirements as commercial venues? Does this house have sprinklers in every room? Is there a commercial fire suppression system in the outdoor space? As for water usage, how many vacationers and partiers are constantly thinking about conservation? i would venture to guess almost none. Also think of the water used to wash all of the bedding weekly and professionally

clean the house?

Please write Short Term Rental Ordinances that limit parties and fire pits and have outdoor smoking regulations  
Make the fines high enough that it hurts the owners. Currently the owners are getting rich by hurting the neighbors The residents of Santa Rosa need your help

Thank you,  
Stacy Mertz



**FW: [EXTERNAL] Short Term Rental ordinance**

Short Term Rentals &lt;shorttermrentals@srcity.org&gt;

Wed 7/21/2021 11:44 AM

To: Buchanan, Charles &lt;CBuchanan@srcity.org&gt;

Shari Meads | City Planner

Planning &amp; Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

smeads@srcity.org

-----Original Message-----

From: Short Term Rentals

Sent: Monday, July 19, 2021 12:36 PM

To: SR Allen &lt;srallen@sonic.net&gt;

Cc: Wesley, Shannon &lt;SWesley@srcity.org&gt;

Subject: RE: [EXTERNAL] Short Term Rental ordinance

Hello Allen,

Thank you for writing. A police captain and police lieutenant have provided information including trends during our at least monthly internal working group meetings. Police calls have only one disposition code, so there is not a precise way to capture all short-term rental-related calls for service. Captain John Cregan or Lt. Dave Boettger will be presenting at the Economic Development Subcommittee meeting so it will be a good opportunity to hear from them directly. There will also be a public comment and question period at the meeting.

Short-term rental properties by definition are not long-term residential housing uses. Being commercial, transient oriented uses eliminates these dwellings from being used as long-term residential housing options which reduces overall housing stock and drives up rental and sale prices. As this ordinance will address short-term rentals only, I can't speak to illegal cannabis cultivation. Please report these to the City's Code Enforcement Division <https://srcity.org/785/Code-Enforcement> .

I am not aware of a subcommittee being formed to address short-term rentals. Staff, however, has been logging short-term rental related public correspondence for close to one year.

Warmly,  
Shari

Shari Meads | City Planner

Planning &amp; Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404 Tel. (707)

543-4665 | Fax (707) 543-3269 | smeads@srcity.org

-----Original Message-----

From: SR Allen <srallen@sonic.net>  
Sent: Thursday, July 15, 2021 8:42 PM  
To: Meads, Shari <SMeads@srcity.org>  
Cc: \_CityCouncilListPublic <citycouncil@srcity.org>  
Subject: [EXTERNAL] Short Term Rental ordinance

Shari - I am interested in finding out about what police data you have that supports the the claim the STR are a safety issue. Santa Rosa is experiencing a large increase in shooting (gun violence) this year. Has anyone every been shot or been involved with shooting the stayed at a STR ?

I ask these questions because it has been stated that one of the reason the "City" is looking into the ordinance is in regards to public safety. There must be data that supports this claim or is this just rhetoric?

I am also interested in the claim that STR's take away from affordable housing. What studies or data supports this claim here in Santa Rosa? Are there other uses of single family homes that might impact housing stock ? Does the City have any idea how many homes are being used for illegal cannabis cultivation? Does the City have idea what other issues may impact housing stock?

I would like to know if anyone who pays the TOT that is a STR owner here in Santa Rosa has been asked to sit on a sub -committee to help with STR ordinance development?

Thank you for taking the time to read some of my questions regarding this process.

Allen Thomas  
306 Boyce Street  
Santa Rosa, Ca.

707-477-8422

Sent from my iPhone

**FW: [EXTERNAL] Short Term Rental ordinance**

Short Term Rentals &lt;shorttermrentals@srcity.org&gt;

Wed 7/21/2021 11:44 AM

To: Buchanan, Charles &lt;CBuchanan@srcity.org&gt;

Shari Meads | City Planner

Planning &amp; Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

smeads@srcity.org

-----Original Message-----

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To: SR Allen &lt;srallen@sonic.net&gt;

Cc: Wesley, Shannon &lt;SWesley@srcity.org&gt;

Subject: RE: [EXTERNAL] Short Term Rental ordinance

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Warmly,  
Shari

Shari Meads | City Planner

Planning &amp; Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404 Tel. (707)

543-4665 | Fax (707) 543-3269 | smeads@srcity.org

-----Original Message-----

From: SR Allen <srallen@sonic.net>  
Sent: Thursday, July 15, 2021 8:42 PM  
To: Meads, Shari <SMeads@srcity.org>  
Cc: \_CityCouncilListPublic <citycouncil@srcity.org>  
Subject: [EXTERNAL] Short Term Rental ordinance

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I ask these questions because it has been stated that one of the reason the "City" is looking into the ordinance is in regards to public safety. There must be data that supports this claim or is this just rhetoric?

I am also interested in the claim that STR's take away from affordable housing. What studies or data supports this claim here in Santa Rosa? Are there other uses of single family homes that might impact housing stock ? Does the City have any idea how many homes are being used for illegal cannabis cultivation? Does the City have idea what other issues may impact housing stock?

I would like to know if anyone who pays the TOT that is a STR owner here in Santa Rosa has been asked to sit on a sub -committee to help with STR ordinance development?

Thank you for taking the time to read some of my questions regarding this process.

Allen Thomas

[REDACTED]

[REDACTED]

Sent from my iPhone

**FW: [EXTERNAL] Hosted rental**

Short Term Rentals &lt;shorttermrentals@srcity.org&gt;

Wed 7/21/2021 11:46 AM

**To:** Buchanan, Charles <CBuchanan@srcity.org>**Shari Meads | City Planner**

Planning &amp; Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)

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**From:** Julia Holzapfel <juliaholzapfel18@gmail.com>**Sent:** Friday, July 16, 2021 2:18 PM**To:** Meads, Shari <SMeads@srcity.org>**Cc:** Nickzabelin@gmail.com; Planning Shared <planning@srcity.org>**Subject:** Re: [EXTERNAL] Hosted rental

Hi Shari,

If the hosted rental is already established as a short term rental prior to the hearing would it be grandfathered in?

What proof would we need to show if so? A listing that existing before that date? Proof of paying occupancy tax?

Thank you,

Julia

Sent from my iPhone

On Jul 16, 2021, at 2:03 PM, Meads, Shari <[SMeads@srcity.org](mailto:SMeads@srcity.org)> wrote:

Hello Julia,

The City does not currently have an ordinance addressing short-term “vacation” rentals, which are rentals of residential units for periods of less than 30 days. In response to community concerns related to unregulated short-term rentals, Planning staff is moving forward with the development of a short-term rental ordinance that will outline requirements and performance standards to ensure short-term rentals are compatible with neighborhoods where they are located. Accessory Dwelling Units (ADU) are prohibited from being used as short-term rentals pursuant to the City’s [ADU Ordinance](#).

Short-term rental tenants must follow all local regulations including the City's Noise, Smoking, and Parking Ordinances which can be accessed via the search tool [here](#). Unlawful activity and code violations may be reported to the City's Police Department [(707) 528-5222 for non-emergency calls] or to [Code Enforcement](#) as needed.

Short-term rental operators must register and pay the City's Transient Occupancy Tax (TOT) and Tourism Business Improvement Area (BIA) assessment. Read more about TOT and BIA [here](#).

A short-term rentals webpage where you will be able to keep up to date on the short-term rental ordinance project is being developed and there is a dedicated email account for short-term rental related inquiries. It is [shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org).

Short-term rentals will be discussed with the [Economic Development Subcommittee](#) (<https://srcity.org/1400/Economic-Development-Subcommittee>) at 10 a.m. on August 10, 2021. The agenda will be posted to the website no less than 72 hours prior to the meeting. Zoom access information is included below. There will be an opportunity for public comment during the meeting. If you are unable to attend the meeting you may leave a voicemail comment once the agenda has been posted at 707.543.3080 or send an email to [economicdevelopment@srcity.org](mailto:economicdevelopment@srcity.org). If you have additional questions, please use the [shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org) address.

Sincerely,

Shari

When: Aug 10, 2021, 10:00 AM

Topic: August 10 - Economic Development Subcommittee

Please click the link below to join the webinar:

<https://srcity-org.zoom.us/j/98914438391>

Call In: 1-669-219-2599

Webinar ID: 989 1443 8391

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)

<image001.jpg>

-----Original Message-----

From: Julia Holzapfel <[juliaholzapfel18@gmail.com](mailto:juliaholzapfel18@gmail.com)>

Sent: Friday, July 16, 2021 12:05 PM

To: Santa Rosa Building Dept <[building@srcity.org](mailto:building@srcity.org)>

Cc: Nick Zabelin <[nickzabelin@gmail.com](mailto:nickzabelin@gmail.com)>

Subject: [EXTERNAL] Hosted rental



Hello,

I am interested in operating a hosted rental within the city limits of Santa Rosa- I contacted the county permit department and they referred me to you.

What do I need to do to complete this process?

Thank you,

Julia

Sent from my iPhone

**FW: [EXTERNAL] Short term rentals who sleeps?**

Short Term Rentals &lt;shorttermrentals@srcity.org&gt;

Wed 7/21/2021 11:46 AM

**To:** Buchanan, Charles <CBuchanan@srcity.org>**Shari Meads | City Planner**

Planning &amp; Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel (707) 543 4665 | Fa (707) 543 3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)

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**From:** Dale Sessions <dale@daledesignsf.com>**Sent:** Friday, July 16, 2021 6:05 AM**To:** \_CityCouncilListPublic <citycouncil@srcity.org>; Short Term Rentals <shorttermrentals@srcity.org>**Subject:** [EXTERNAL] Short term rentals - who sleeps?

Hello,

Friday 2:30AM the guests arrived. 5 cars loaded with people, honking their horns as they arrived excited to come to their short term rental "redwood wine country estate". However this is just feet from my property and bedroom, far from an "estate". Unloaded of the vehicles, people chatting and yelling. The property illuminated like it's ready for a nighttime ballgame and the lights are still on now at 6:am. A few mishap car alarm while they unloaded their cars. Sleep? What's that? Who cares that I'm working a full time job and trying to rest in the evening. How does code enforcement and the noise ordinance help in this situation. It doesn't. I filed a complaint about the exterior lighting many months ago and now it is labeled "case closed". As always no help at all from the city of Santa Rosa.

This single family home is operating an event/party space. Not 5-6 people, but 20, 30, 50, 120 on any given day/night. Hotels and commercial properties have tight regulations all in the name of life safety. Short term rentals - it's the wild west and do anything and everything.

Most everyday my life is disrupted by the out of control airbnb/short term rental that is adjacent to my property. Yelling, hooting, screaming, music, just a good old bunch of folk enjoying themselves with no regard to the neighbors. This isn't just daily but it's day and night. The noise ordinance in this city does little to help the situation. In fact the owner of the property encourages his guests to enjoy themselves and operate the exterior speakers - to silence the noise of the neighbors. No control at all of who shows up at this rental, even says the owner. He rents it to a few, but they invite guests. This is all very wrong.

Property

[REDACTED]

Owner:

Harry Albers

[REDACTED]

[Redacted]

There needs to be some strong guidelines and ordinances put in place. I know efforts are happening to make this, but how am I supposed to live until that happens?

Frustrated,

Dale Sessions

[Redacted]

--

Dale Sessions

[Redacted]

**FW: [EXTERNAL] Short term rental out of control****Short Term Rentals** <shorttermrentals@srcity.org>

Wed 7/21/2021 11:46 AM

**To:** Buchanan, Charles <CBuchanan@srcity.org>**Shari Meads | City Planner**

Planning &amp; Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel (707) 543 4665 | Fa (707) 543 3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)

---

**From:** Dale Sessions <dale@daledesignsf.com>**Sent:** Saturday, July 17, 2021 7:51 AM**To:** \_CityCouncilListPublic <citycouncil@srcity.org>; Short Term Rentals <shorttermrentals@srcity.org>**Subject:** [EXTERNAL] Short term rental out of control

Hello,

The group of guests at the short term rental has now doubled as more cars have arrived Friday evening, an additional 5 cars now parked on the street. The original group arrived Friday 2:30AM with 5 cars, stacked in the driveway. Single family residence? As always I'm on the phone with police about noise. Fire pit roaring with dry vegetation, trees, and dead leaves surrounding it. No help from any city agency on this matter. Out of control numbers of people show up on any given day. The owner has stated over and over to me he can't control who the guest invite. Seriously! What a great life I have dealing with this ongoing issue.

This single family home is operating an event/party space. Not 5-6 people, but 20, 30, 50, 120 on any given day/night. Hotels and commercial properties have tight regulations all in the name of life safety. Short term rentals - it's the wild west and do anything and everything.

Most everyday my life is disrupted by the out of control airbnb/short term rental that is adjacent to my property. Yelling, hooting, screaming, music, just a good old bunch of folk enjoying themselves with no regard to the neighbors. This isn't just daily but it's day and night. The noise ordinance in this city does little to help the situation. In fact the owner of the property encourages his guests to enjoy themselves and operate the exterior speakers - to silence the noise of the neighbors. No control at all of who shows up at this rental, even says the owner. He rents it to a few, but they invite guests. This is all very wrong.

Property

[REDACTED]

Owner:

Harry Albers

[REDACTED]

There needs to be some strong guidelines and ordinances put in place I know efforts are happening to make this, but how am I supposed to live until that happens?

Frustrated,

Dale Sessions

--

Dale Sessions



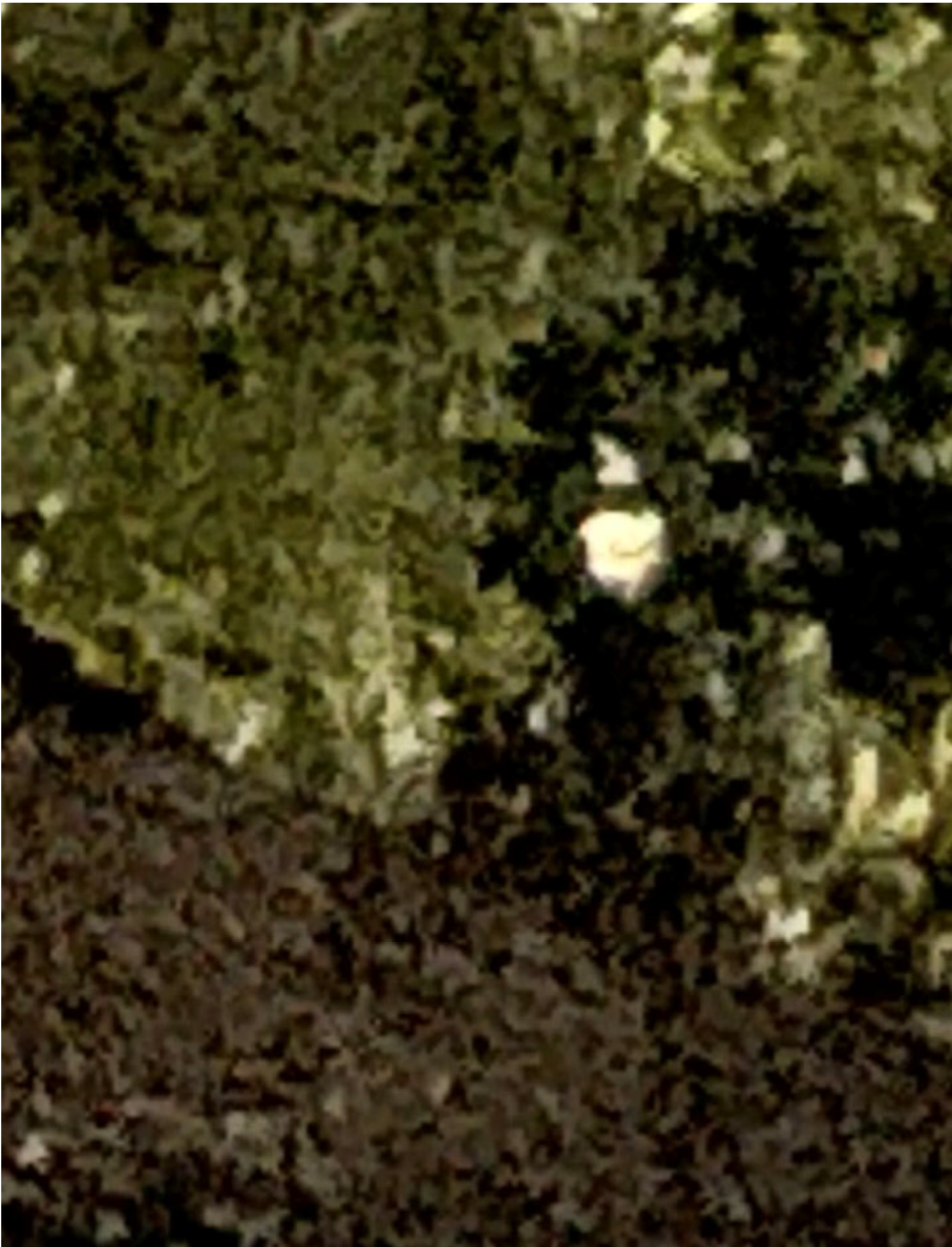
## Cleary, Eileen

---

**From:** Dale Sessions <dale@daledesignsf.com>  
**Sent:** Sunday, July 18, 2021 10:00 AM  
**To:** \_CityCouncilListPublic; Short Term Rentals  
**Subject:** [EXTERNAL]

Hello,

The image below is from Saturday night past 10:pm at the short term rental. I filed code enforcement complaints about the excessive lighting aimed at the surrounding properties including mine. The prior code enforcement complaint is marked "closed". Seriously?! The owner has claimed from day one he has a timer, however the guests apparently know how to override this. Again I am here with no help, and very little sleep!



This single family home is operating an event/party space. Not 5-6 people, but 20, 30, 50, 120 on any given day/night. Hotels and commercial properties have tight regulations all in the name of life safety. Short term rentals - it's the wild west and do anything and everything.

Most everyday my life is disrupted by the out of control airbnb/short term rental that is adjacent to my property. Yelling, hooting, screaming, music, just a good old bunch of folk enjoying themselves with no regard to the neighbors. This isn't just daily but it's day and night. The noise ordinance in this city does little to help the situation. In fact the owner of the property encourages his guests to enjoy themselves and operate the exterior speakers - to silence the noise of the neighbors. No control at all of who shows up at this rental, even says the owner. He rents it to a few, but they invite guests. This is all very wrong.

Property:

[REDACTED]

Owner:

Harry Albers

[REDACTED]

There needs to be some strong guidelines and ordinances put in place. I know efforts are happening to make this, but how am I supposed to live until that happens?

Frustrated,

Dale Sessions

--

Dale Sessions

[REDACTED]



**FW: [EXTERNAL] Re: Your inquiry: #9385300ha**

Short Term Rentals &lt;shorttermrentals@srcity.org&gt;

Wed 7/21/2021 11:44 AM

To: Buchanan, Charles &lt;CBuchanan@srcity.org&gt;

**Shari Meads | City Planner**

Planning &amp; Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel (707) 543 4665 | Fa (707) 543 3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)

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**From:** Lisa Kraus-Rayner <cupcakechef@gmail.com>**Sent:** Monday, July 19, 2021 2:42 PM**To:** Short Term Rentals <shorttermrentals@srcity.org>**Subject:** [EXTERNAL] Re: Your inquiry: #9385300ha

On Jul 19, 2021, at 2 09 PM, Lisa Kraus Rayner [cupcakechef@gmail.com](mailto:cupcakechef@gmail.com) wrote

Hello,

I'm glad to hear the city is looking at the short term rental concerns. Below is a thread from an inquiry I made to the property manager of a VRBO whom I now know to be the owner of the property. This property is [REDACTED]. It sits at the corner of our property on Alta Vista. In one day we went from seeing only trees from our front deck to seeing the pool of this new VRBO which sleeps 16 and allows events up to 30 people and four dogs of any size. We have already experienced constant screaming and dogs barking. Pamela says her concern is fires but if you actually look at the property you can see this is not the case. If you look at the listing on VRBO (#9385300ha) you will also see they have a fire pit that we have seen left on all night. Recently another VRBO on Quail Ct was listed. I am not currently able to access the website so I was unable to get the information on that property.

Pamela Kelly the owner was charged with price gouging during the Tubbs fire this link takes you to the press release on the State of California Attorney Generals website.

Fire [https://oag.ca.gov/news/press\\_releases/attorney\\_general\\_becerra-files\\_criminal\\_charges-against-marin-county-operators](https://oag.ca.gov/news/press_releases/attorney_general_becerra-files_criminal_charges-against-marin-county-operators)

If we knew seven years ago that our front yard would be exposed to a short term rental business we would have never purchased this home. I don't understand how residential lots

are zoned for business. This is a family neighborhood that is now exposed to people with no accountability to our community, I no longer feel safe in my own home. We now have to spend a lot of money to inclose our yard so people can't just walk in from the VRBO. Closing in our property will close out a path where the deer regularly come through.

AirBNB and VRBO have been in the news recently with some pretty horrific stories I'm hopeful that Santa Rosa will put regulations in place quickly so we aren't the next news story.

Thanks for your time.

Lisa



## Pamela Kelley, Broker has replied to your message

<b>Property</b>	<a href="#">#9385300ha</a>
<b>Unit</b>	unit_8464133
<b>Guests</b>	
<b>Host</b>	Pamela Kelley, Broker

### Message from the host

Neighborly? I think not. We are free to do what we desire as we desire on our property. Your privacy is not our concern. Fires are!!! Do what you gotta do

Sincerely,

Pamela Kelley, Broker

Luxury Property Specialist

Home 2 San Francisco

BRE# 01824381

C. XXX-XXX-XXXX

[-----@-----](mailto:-----@-----) | -----

[Reply](#)

[Add trip dates](#)



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Austin, TX 78758

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# Pamela Kelley, Broker has replied to your message

<b>Property</b>	<a href="#">#9385300ha</a>
<b>Unit</b>	unit_8464133
<b>Guests</b>	8 adults
<b>Host</b>	Pamela Kelley, Broker

## Message from the host

So sorry but we have the right to remove trees and foliage from OUR property. There is a huge fire danger and we are moving forward with making sure our property is not subject to possible fires. Perhaps you forgot about the fires in Sonoma county over the past few years?

Sincerely,

Pamela Kelley, Broker

Luxury Property Specialist

Home 2 San Francisco

BRE# 01824381

C. XXX-XXX-XXXX

[-----@-----](#) | -----

[Reply](#)

[Add trip dates](#)



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Begin forwarded message:

**From:** "Vrbo" <[sender@messages.homeaway.com](mailto:sender@messages.homeaway.com)>  
**Subject:** Re: Your inquiry: #9385300ha  
**Date:** March 16, 2021 at 12:52:45 PM PDT  
**To:** "Lisa Ray" <[cupcakechef@gmail.com](mailto:cupcakechef@gmail.com)>  
**Reply-To:** Vrbo <[fc7667f8-2210-4b25-8b2d-b839224f1dea@messages.homeaway.com](mailto:fc7667f8-2210-4b25-8b2d-b839224f1dea@messages.homeaway.com)>



## Your message has been sent.

You should hear back from the host soon. In the meantime, try adding your trip dates to get up to date pricing and availability for this property.

[Add trip dates](#)



## Alta Vista Homeowners Association, Santa Rosa, California, United States of America

Property ID

**9385300ha**

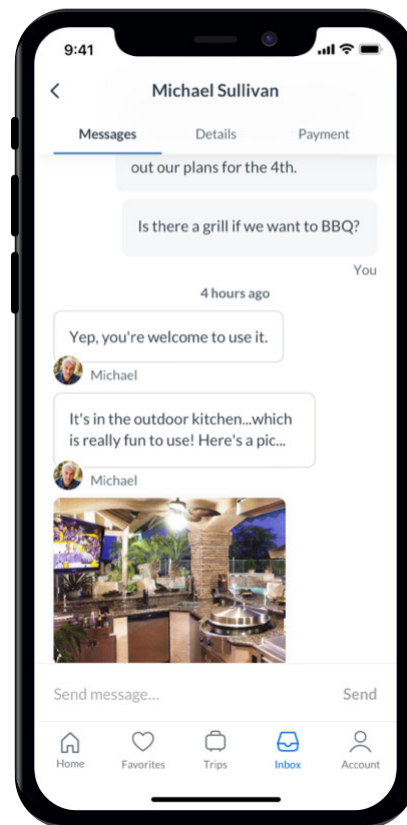
Guests

**8 adults**

**Manage your  
conversations from one  
convenient place,  
anywhere, anytime.**

[Use the app](#)

Available for iOS and Android.



## Your message to the host

Hello Pamela,

I am a neighbor to this [REDACTED] property. I am unsure of who owns this property so you are my only resource at this time.

We are very unhappy with the removal of all the foliage and trees done yesterday. The choice to remove so much foliage clearly did not consider the neighbors who live here full time. Our view has changed in one day from not seeing this house at all ever to seeing everything and every movement by the pool. We can see this not only from our yard but from inside our home. We already heard every word as it rises to our home from the pool area. Now our privacy has been completely exposed to all

renters and workers and the noise is compounded without the buffer of previous foliage.

We are respectfully asking for a solution. Perhaps making the fence solid or planting something to cover the fence to buffer sight and sound from invading our home.

Please let us know your thoughts. If you are not the correct person to contact please forward contact information for someone who can address the issue. We thought it best to give the owner a chance to resolve the issue before taking this to the city.

Thank you,

Lisa



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**FW: [EXTERNAL] Vacation Rental**

Short Term Rentals &lt;shorttermrentals@srcity.org&gt;

Wed 7/21/2021 11:43 AM

To: Buchanan, Charles &lt;CBuchanan@srcity.org&gt;

**Shari Meads | City Planner**

Planning &amp; Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel (707) 543 4665 | Fa (707) 543 3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)

---

**From:** Short Term Rentals**Sent:** Monday, July 19, 2021 4:42 PM**To:** Laurel O'Halloran <lohalloran@cityofpacificgrove.org>**Subject:** RE: [EXTERNAL] Vacation Rental

Hello Laurel,

The City does not currently have an ordinance addressing short-term "vacation" rentals, which are rentals of residential units for a period of less than 30 days. In response to community concerns related to unregulated short-term rentals, the City is moving forward with the development of a short-term rental ordinance that will outline requirements and performance standards to ensure short-term rentals are compatible with neighborhoods where they are located.

As the City develops this ordinance, it should be noted that:

- Accessory Dwelling Units (ADU) are already prohibited from being used as short term rentals pursuant to the City's [ADU Ordinance](#).
- Short-term rental tenants must follow all local regulations including the City's Noise, Smoking, and Parking Ordinances which can be accessed via the search tool [here](#). Unlawful activity and code violations may be reported to the City's Police Department [(707) 528-5222 for non-emergency calls] or to [Code Enforcement](#) as needed.
- Short-term rental operators must register and pay the City's Transient Occupancy Tax (TOT) and Tourism Business Improvement Area (BIA) assessment. Read more about TOT and BIA [here](#).

A short-term rentals webpage is being developed where you will be able to keep up to date on the short-term rental ordinance project. In addition, comments and inquiries related to short-

term rentals should be sent to [shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org) All emails are read and will be considered in the development of the ordinance.

Short-term rentals will be discussed with the [Economic Development Subcommittee](https://srcity.org/1400/Economic%20Development%20Subcommittee) ([https://srcity.org/1400/Economic Development Subcommittee](https://srcity.org/1400/Economic%20Development%20Subcommittee)) at or shortly after 10 a.m. on August 10, 2021. The agenda will be posted to the website no less than 72 hours prior to the meeting Zoom access information is included below

If you have any other questions, please use the [shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org) address

Sincerely,

When: Aug 10, 2021, 10:00 AM

Topic August 10 Economic Development Subcommittee

Please click the link below to join the webinar

<https://srcity-org.zoom.us/j/98914438391>

Call In 1 669 219 2599

Webinar ID: 989 1443 8391

### Shari Meads | City Planner

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[\\_mead@rcity.org](mailto:_mead@rcity.org)



---

**From:** Laurel O'Halloran <[lohalloran@cityofpacificgrove.org](mailto:lohalloran@cityofpacificgrove.org)>

**Sent:** Monday, July 19, 2021 2:35 PM

**To:** Planning Shared <[planning@srcity.org](mailto:planning@srcity.org)>

**Subject:** Re: [EXTERNAL] Vacation Rental

The zone does not show up here. I just would like to know if a Vacation Rental is allowed in this Zone.

Thank you,

Laurel

### Laurel O'Halloran, Associate Planner

City of Pacific Grove | Community Development Department

300 Forest Ave, 2nd Floor Pacific Grove, CA 93950

T 831 648 3189 Main Reception 831 648 3183

[www.cityofpacificgrove.org](http://www.cityofpacificgrove.org)

Planning website [www.cityofpacificgrove.org/planning/](http://www.cityofpacificgrove.org/planning/)

Please consider the environment before printing this email

Due to COVID-19 citizens are strongly encouraged to conduct City business via email and phone. Remote procedure are in place to process City permit including building and planning permit .

[https://www.cityofpacificgrove.org/sites/default/files/general-documents/community-development/remote-procedure\\_0504\\_0.pdf](https://www.cityofpacificgrove.org/sites/default/files/general-documents/community-development/remote-procedure_0504_0.pdf)

You can view the Monterey County Health Officer's updated COVID-19 Shelter Order and FAQs [here](#).

---

**From:** Planning Shared <[planning@srcity.org](mailto:planning@srcity.org)>

**Sent:** Monday, July 19, 2021 2:07 PM

**To:** Laurel O'Halloran <[lohalloran@cityofpacificgrove.org](mailto:lohalloran@cityofpacificgrove.org)>

**Subject:** Automatic reply: [EXTERNAL] Vacation Rental

Thank you for your message. Please allow five business days for us to respond to your inquiry. In the meantime, the following links may be helpful to you. If your inquiry is answered by one of these links, please send a follow-up email that indicates no further response is needed from a Planner.

- The Planning Application Portal provides information regarding the application process for most Planning entitlements; including required application documents, digital file format requirements, and fee information: <https://srcity.org/3344/Planning-Application-Portal>
- The Zoning Clearance application can be found here: <https://srcity.org/1263/Find-Your-Zoning-District>. Please submit all required materials as identified on the Zoning Clearance application checklist and submit to [permitsubmittal@srcity.org](mailto:permitsubmittal@srcity.org).
- If you are conducting research about a specific property or project and would like to be provided all of the City's related documents, please file a Public Records Act request at the following webpage: <https://srcity.org/236/Public-Records-Request>
- Planning use permits (resolutions, ordinances etc.) are often available in digital format here: <https://srcity.org/2220/Public-Documents> Choose the review authority (i.e. City Council, Planning Commission, Zoning Administrator etc.), and be specific with the "search" parameters.
- Complete legislative records (i.e. Staff Reports, Attachments, Presentations, minutes etc.) are also available online: <https://santa-rosa.legistar.com/Legislation.aspx> On the search tab, search by address, Parcel Number or Project Name. Choose your specific search parameters or select All Years and All Types.
- Current applications and permits for properties here: <https://citizen.srcity.org/citizenaccess/>
- To find a property's Zoning Designation follow the instructions on the City of Santa Rosa's website here: <https://srcity.org/1263/Find-Your-Zoning-District>

**From:** [Laurel](#)  
**To:** [Planning Shared](#)  
**Subject:** [EXTERNAL] Vacation Rental  
**Date:** Monday, July 19, 2021 2:07:49 PM

---

Hi,

Is a vacation rental allowed at [REDACTED] ?

Thank you,

Laurel O'Halloran, Planner

**FW: [EXTERNAL] Airbnb Has A Secret "Black Box" Team To Shield Negative Press By Providing Millions In Hush Money - Live and Let's Fly**

Short Term Rentals <shorttermrentals@srcity.org>

Wed 7/21/2021 11:43 AM

To: Buchanan, Charles <CBuchanan@srcity.org>

Shari Meads | City Planner

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

smeads@srcity.org

-----Original Message-----

From: cupcakechef@gmail.com <cupcakechef@gmail.com>

Sent: Wednesday, July 21, 2021 7:11 AM

To: Short Term Rentals <shorttermrentals@srcity.org>

Subject: [EXTERNAL] Airbnb Has A Secret "Black Box" Team To Shield Negative Press By Providing Millions In Hush Money - Live and Let's Fly

Good Morning

I thought this might be a good article for the team to be aware of.

Have a good day,

Lisa

<https://liveandletsfly.com/airbnb-black-box/>

Sent from my iPhone

**From:** [James Curley](#)  
**To:** [Short Term Rentals](#)  
**Subject:** Re: [EXTERNAL] Short-term Rental Info - Please add me to your email list  
**Date:** Thursday, July 22, 2021 4:58:38 PM  
**Attachments:** [signature.asc](#)

---

Thank you!

With gratitude,  
James Curley  
[jrc@coniunct.io](mailto:jrc@coniunct.io)

On Thursday, Jul 22, 2021 at 4:53 PM, Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)> wrote:

Hi James,

Thanks for writing. Please visit our brand new [short-term rentals webpage](#) for the most up-to-date information. There is also a place on the page where you can sign up to receive email updates. The City is in the beginning stages of developing a short-term rental ordinance so information will be added as the project evolves.

Warmly,

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)



---

**From:** James Curley <[jrc@coniunct.io](mailto:jrc@coniunct.io)>  
**Sent:** Thursday, July 22, 2021 3:03 PM  
**To:** Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)>  
**Subject:** [EXTERNAL] Short-term Rental Info - Please add me to your email list

I would like information on the Proposed Short-Term Rental Ordinances.

Respectfully,

James Curley

[jrc@coniunct.io](mailto:jrc@coniunct.io)

**FW: [EXTERNAL] Short-Term Rental - Email List & Webpage**

Short Term Rentals &lt;shorttermrentals@srcity.org&gt;

Thu 7/22/2021 12:02 PM

To: Buchanan, Charles &lt;CBuchanan@srcity.org&gt;

Here's another one!

**Shari Meads | City Planner**

Planning &amp; Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)**From:** Charles <love.one.another@sbcglobal.net>**Sent:** Thursday, July 22, 2021 11:43 AM**To:** Short Term Rentals <shorttermrentals@srcity.org>**Subject:** [EXTERNAL] Short-Term Rental - Email List & Webpage

Hello, My name is Charles Metz and I have a short-term rental.

I have two requests:

1. Can you please put me on any email notification list that pertains to a short-term rental ordinance?
2. Can you send me the link to your **Short-term rental webpage on the rental ordinance project** as soon as it's up and running? Thanks!!!!



Sonoma County  
Coalition of Hosts

The Santa Rosa City Planning staff is moving forward with development of a short-term rental ordinance, which will outline **requirements** and **performance standards** to ensure that short-term rentals are compatible with neighborhoods.

Currently, the City of Santa Rosa does not have an ordinance addressing short-term "vacation" rentals, but short-term rental operators must register and pay the City's Transient Occupancy Tax (TOT) and Tourism Business Improvement Area (BIA) assessment.

In a letter they stated their reasoning:

*"Mindful of community concerns related to safety, impacts to neighborhoods and residents, and impacts to the City's housing stock..."*

Staff will discuss short-term rentals with the [Economic Development Subcommittee](#) at **10 a.m. on August 10, 2021, in the City Hall, Mayor's Conference Room**. This meeting will provide an opportunity for staff to present options, receive direction, and discuss next steps for the potential ordinance. Agenda materials are not yet available, but will be posted [here](#). **At this time, public comments can be emailed to [shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org).**

Staff is developing a short-term rental webpage to provide updates on the short-term rental ordinance project.



**From:** [Dale Sessions](#)  
**To:** [CityCouncilListPublic](#); [Short Term Rentals](#)  
**Subject:** [EXTERNAL] Short term rental noise  
**Date:** Friday, July 23, 2021 6:11:51 AM  
**Attachments:** [IMG\\_3076.mov](#)

---

All:

Was brought to my attention most of my messages/emails are considered just a whining ranting baseless claim with no substance. So here's the facts of what happened last night at the property that runs along the longest side of my property, 150' +/-.

The short term rental/airbnb/vrbo/bib, etc.

Subject property: [REDACTED]

New guests arrived around 5:pm with multiple cars from what I could see through trees. The usual chatter, yelling, screaming, music, and car unloading and rearranging of vehicles in the driveway. By nightfall the noise continues and property is illuminated heavily with spot lights aimed at surrounding properties.

I woke up from a sound sleep at 11:30 to large truck our trucks being backed into the driveway and yelling back and forth for direction. Lots of individuals talking and yelling continues and again the unloading of vehicles.

Police called at 11:50pm for noise complaint.

12:05 police call back and ask for more detail. It's a short term rental property and more guests have arrived. Lot more people talking, yelling, unloading cars. Appears a large moving truck arrived but hard to tell as it's night/trees. "What's a short term rental? Not much we can do unless it's very loud and music. Have a good night."

So much for the noise ordinance. I get this wasn't the most noise that usually occurs here, but an example of daily disruption. Can't sleep or enjoy my own home because of the constant changing of people next door. See the attached video clip time/date stamped.

Thank you for reading,

Dale Sessions

--

[REDACTED]

[REDACTED]





PARTY BUS



**From:** [RICHARD MOLDENHAUER](#)  
**To:** [Short Term Rentals](#)  
**Subject:** [EXTERNAL] VRBO, etc - Group Party Rental Houses = DANGER!  
**Date:** Saturday, July 24, 2021 12:53:20 PM

---

Many of us here in Rincon Valley have been following the story on NextDoor of Dale S. and are extremely concerned that the City of SR has DONE NOTHING ABOUT THIS SEVERE PROBLEM, while many other cities in our county have made the time to pass ordinances! This is SHEER MADNESS to allow homes in the most dried out, wooded area of our city (Montecito Heights) to allow owners to rent out their properties for big huge parties that seem to go on all night. The noise disturbance is bad enough, but in today's need to be ultra aware of fire danger, it is beyond CRAZY to allow parties with no limits on people, cars, buses, (even party buses) to continue to make life unbearable to those of us who live here and have to tolerate the stress of constant fire danger, huge #'s of people with no regard to the safety and comfort of those around them.

Why AREN'T YOU, THE CITY OF Santa Rosa, ALL OVER THIS ISSUE!!???? WAITING FOR ALL OUR HOMES TO BURN DOWN AGAIN???? WAITING FOR SOMEONE TO GO COMPLETELY CRAZY?? THIS IS SHEER MADNESS and the local residents ARE FED UP WITH IT!!!! WE DEMAND YOU PASS AN ORDINANCE NOW against the owners who are allowing this. Should be a tough ordinance with a limited # of cars, people, noise limits for evenings etc. WITH SOME TOUGH/HIGH FINES FOR THOSE WHO REFUSE TO FOLLOW IT!!!! PLEASE DO THIS BEFORE A MASSIVE FIRE IS STARTED DUE TO SMOKING, FIRE PITS, ETC. IT WILL ONLY TAKE ONE MATCH TO START IT! IF NOTHING IS DONE, THIS CITY WILL BEAR THE RESPONSIBILITY for how this plays out!!!!  
Mr. and Mrs. Moldenhauer

**From:** [Short Term Rentals](#)  
**To:** [Bernadette Burrell](#); [Short Term Rentals](#)  
**Subject:** RE: [EXTERNAL] VRBO and airbnb  
**Date:** Thursday, July 29, 2021 9:50:55 AM  
**Attachments:** [image001.jpg](#)

---

Good morning Bernadette,

Thank you for providing this excellent feedback.

If you are able, please attend the Economic Development Subcommittee meeting and take advantage of the public comment period to share this directly with the three Councilmembers. I always feel that hearing directly from our residents is the most impactful.

Warmly,

Shari

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)



---

**From:** Bernadette Burrell <bcb1605@gmail.com>

**Sent:** Tuesday, July 27, 2021 9:23 PM

**To:** Short Term Rentals <shorttermrentals@srcity.org>

**Subject:** [EXTERNAL] VRBO and airbnb

Hello,

I feel that short term rentals need not be allowed in Wildland Urban interface districts. Montecito Heights neighborhood has been evacuated multiple times over the last few years. People that are not from the area do not have the local Nixel alerts on their phones. They are also not familiar with the egris and exits for the neighborhoods. The houses that rent for short term are mostly used by multiple families which would also make it difficult for them to evacuate. Or worse they would not know to evacuate.

Properties in Santa Rosa are being bought for the sole purpose of being short term rentals do to the fact that there is no policy in place. Letting investors come into the area and scoop up precious housing that is not used for full time residents is a bad policy. These investors are not vested to the area. Their clients are not vested to the area and do not provide the local merchants, schools, restaurants and community with the same financial support as a full time resident. The owners are not members of the communities.

VRBO's should be limited here in Santa Rosa. We should also look to other communities that have strong rental guidelines in place. Managers/Owners should not be permitted to be far away from their rental. They should be able to respond within 20 minutes of a problem in person. It should not be the police who have to respond to loud parties, too many people at the residence or any other problem that arises.

Thank you for your consideration,

Bernadette Burrell

## Fellenbaum, Jan

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**From:** Erik Diez <erikdiez@comcast.net>  
**Sent:** Tuesday, July 27, 2021 2:23 PM  
**To:** Meads, Shari  
**Cc:** Erik Diez  
**Subject:** [EXTERNAL] Re: Short-term rentals ordinance update

Hi Shari,  
Thanks for letting me know about this upcoming meeting to discuss a short-term rental ordinance.  
Question: is the meeting strictly on Zoom, or is there an opportunity to attend a live meeting?

Thanks and best regards,  
Erik Diez

Sent from my iPhone

On Jul 27, 2021, at 2:19 PM, Erik Diez <erikdiez@comcast.net> wrote:

Sent from my iPhone

Begin forwarded message:

**From:** "Meads, Shari" <SMeads@srcity.org>  
**Date:** July 27, 2021 at 12:58:04 PM PDT  
**To:** "Meads, Shari" <SMeads@srcity.org>  
**Subject:** Short-term rentals ordinance update

Hello,

You are receiving this email because you have inquired previously about short-term rentals.

As one of the steps in the short-term rental ordinance development process, staff will be discussing the item with the [Economic Development Subcommittee](#) on Tuesday, August 10<sup>th</sup> at or around 10 a.m. The agenda will be posted to the Economic Development website no later than 72 hours prior to the meeting. Zoom access information is included below.

Note that there will be an opportunity for public comment during the meeting, however if you prefer or are unable to attend the meeting, you may leave a voicemail comment once the agenda has been posted at 707.543.3080 or send an email to [economicdevelopment@srcity.org](mailto:economicdevelopment@srcity.org). Emails will become part of the public record; voicemail messages will be played during the meeting. If you have previously written or called Councilmembers and/or staff, staff has captured your comments.

Keep up to date on the short-term rental ordinance project [HERE](#) at <https://letsconnectsr.com/short-term-rental>. You can leave questions or comments via the Questions option on the webpage or send them to [shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org). Note that the [shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org) address should be used until the Economic Development Subcommittee agenda has been posted and once the meeting has been held. All emails are read and will be considered in the development of the ordinance.

When: Aug 10, 2021, 10:00 AM

Topic: August 10 - Economic Development Subcommittee

Please click the link below to join the webinar:

<https://srcity-org.zoom.us/j/98914438391>

Call In: 1-669-219-2599

Webinar ID: 989 1443 8391

Warmly,

Shari

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)

<image001.jpg>

**From:** [Lisa Mattson](#)  
**To:** [Short Term Rentals](#)  
**Subject:** [EXTERNAL] Short-term rentals feedback  
**Date:** Sunday, August 8, 2021 7:37:38 AM

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Dear City of Santa Rosa,

I read that you are having a meeting on this topic on August 10.

I live in a HOA that does not allow short-term rentals, and I wish I could rent out my home for two weeks at a time, rather than a month. Why? Because I need the extra income to pay for my Tubbs Fire rebuild. There might be a lot of people complaining that they don't want their neighborhoods turning into vacation rental destinations, but this city is extremely expensive to live in, and the cost of homes and rebuilding homes is outrageous. Supplement rental income is the only way for some of us to survive.

The idea of creating an ordinance not allowing ADUs to be rented out short-term is also a very slippery slope. The owners are already living on premises in most cases. Many ADUs that were added during Tubbs Fire rebuilds were added to help the fire victims create revenue to help cover their rebuilds. My property rebuild was approved for an ADU, but I had to abandon the plans due to the high cost of construction. I can't imagine being a home owner who built an ADU in the last three years with the rental income as a financing plan, and now they are going to be told by the City they can't rent it out.

It would be nice if the City could focus its energy on cleaning up the fire debris and damage still remaining on our street, in the medians and at parks rather than put energy into further restricting use of the properties that we own.

Thanks,  
Lisa

--

Lisa M. Mattson

[707-228-8636](tel:707-228-8636)

[lisa@lisamattsonwine.com](mailto:lisa@lisamattsonwine.com)

[www.lisamattsonwine.com](http://www.lisamattsonwine.com)

**From:** [David Long](#)  
**To:** [Meads, Shari](#)  
**Cc:** [Short Term Rentals](#)  
**Subject:** [EXTERNAL] Fwd: Short-term Rental Ordinance development  
**Date:** Monday, August 9, 2021 11:15:20 AM  
**Attachments:** [City of Santa Rosa Short Term Rental Ordinance Talking Points.docx](#)

---

Hi Shari,

I see that a presentation and some public comment for tomorrow's meeting has been posted on the City's legstar site. The public comment document appears to be incomplete insofar as my most recent e-mail (or any of my others for that matter) are not included. Hopefully, my comments and ones by others that are also missing have been introduced to the record in some other manner.

I cannot stress strongly enough that this is first and foremost an issue that needs to address neighborhood safety, quality of life and the ability to preserve and foster traditional residential community values. I understand that your presentation is seeking to present all facets of the issue at this first meeting in a somewhat balanced manner, but the Subcommittee should be guided and encouraged to eliminate or at least place severe restrictions on the operation of unhosted short-term rentals in all residential zones rather than be allowed to conclude that a softer stance has merit.

Thanks,  
David

----- Forwarded message -----

**From:** **David Long** <[davidfrank2425@gmail.com](mailto:davidfrank2425@gmail.com)>  
**Date:** Sun, Aug 1, 2021 at 12:42 PM  
**Subject:** Short-term Rental Ordinance development  
**To:** Meads, Shari <[SMeads@srcity.org](mailto:SMeads@srcity.org)>  
**Cc:** <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)>, Fleming, Victoria <[vfleming@srcity.org](mailto:vfleming@srcity.org)>, Alvarez, Eddie <[EAlvarez@srcity.org](mailto:EAlvarez@srcity.org)>, <[jsawyer@srcity.org](mailto:jsawyer@srcity.org)>

Hi Shari,

When we last spoke, you indicated that your primary focus for supporting the subject topic at the Aug. 10 Economic Development Subcommittee meeting would be to develop a list of "talking points" that participants could use as a basis for formulating ordinance content.

To both summarize the concepts that we spoke about and to help you and the Committee members prepare for the meeting, I have attached a list of talking points that I, and many residents of areas adversely affected by short-term rental operations, believe to be essential elements of a responsible short-term rental ordinance.

I imagine that you and the Committee members will also be receiving input from those who believe that operation of short-term rentals should be allowed to continue with minimal oversight or limitation. I sincerely hope that the City Council and staff members who are responsible for crafting the new ordinance will recognize that the benefit of short-term rental operations is primarily for the personal gain of the rental property owner, but derived at the expense of regular residents quality of life and detrimental to the long range health of City residential zones and the City's economic and social viability.



Unfortunately, I will be travelling on Aug. 10th and might not be in a location that enables my participation in the meeting. Although others from our neighborhood action group will be in attendance, I would appreciate all City staff and Committee members taking a strong stance in support of an ordinance that favors traditional residential neighborhood values rather than profit or convenience for visitors from outside our City.

Thanks,  
David Long

**From:** [Fleming, Victoria](#)  
**To:** [Dale Sessions](#)  
**Cc:** [CityCouncilListPublic](#); [Short Term Rentals](#)  
**Subject:** Re: [EXTERNAL] STR - house parties  
**Date:** Monday, August 9, 2021 4:04:07 PM

---

This is awful. Sorry it keeps happening. Will forward to staff.

Sent from my iPhone

On Aug 9, 2021, at 10:01 AM, Dale Sessions <[dale@daledesignsf.com](mailto:dale@daledesignsf.com)> wrote:

All:

And here it is happening again, a house party at an airbnb out of control and shots fired. Reading the article in the link sounds way too familiar to what's spending in my own backyard (on the other side of the fence).

<https://www.sfgate.com/news/bayarea/article/1-Person-Killed-Another-Injured-At-House-Party-16373022.php>

I get to live to one of the most insane out of control places I could have ever imagined. The property at [REDACTED] is out of control. Back to back rentals with few breaks per month. "Sleeps 15 comfortably" - how does a single family sleep this many? Typical scenario is a few cars (8 or so) show up in the afternoon and by the following day the number doubles from their friends coming to join. Or what's even more special is the frequent actual labeled events/parties such as weddings and anniversaries. Just doesn't seem right that this is happening in a single family zoned area.

Hopefully the city will put some restrictions in place before a tragedy occurs.

Dale Sessions

--

Dale Sessions

[REDACTED]

## Fellenbaum, Jan

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**From:** Sue Ellen Bolt <bolt3229@comcast.net>  
**Sent:** Tuesday, August 10, 2021 11:31 AM  
**To:** Short Term Rentals  
**Subject:** [EXTERNAL] Repercussions from rentals in neighborhoods

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

There were a number of issues raised regarding rentals in neighborhoods. Other issues exist which are:

Home values are impacted by the number of rentals in a neighborhood. In addition, existing neighborhood residents are impacted by potential buyers inability to gain a FHA and other governmental loan. When a neighborhood exceeds a certain number rentals, if loan availability doesn't disappear - the interest rate climbs.

Our HOA is strapped by multiple jurisdictions to govern and protect current homeowners. Please advise as to what limits HOAs have to limit renters in a given neighborhood.

Sue Ellen McKenzie-Bolt  
Bolt3229@comcast.net  
Sent from my iPhone

---

**From:** Short Term Rentals  
**Sent:** Saturday, July 31, 2021 4:55 PM  
**To:** Economic Development  
**Subject:** FW: [EXTERNAL] Short Term Rental Ordinance Input

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404  
Tel. (707) 543-4665 | Fax (707) 543-3269 |  
[smeads@srcity.org](mailto:smeads@srcity.org)



---

**From:** Ian Alexander <[ianofcourse@gmail.com](mailto:ianofcourse@gmail.com)>  
**Sent:** Saturday, July 24, 2021 2:37 PM  
**To:** Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)>  
**Subject:** [EXTERNAL] Short Term Rental Ordinance Input

As a resident of Montecito Heights, I have seen first hand the reality of short term rentals in the area.

As the city (finally) develops an ordinance, I believe three components are crucial:

Limits on occupancy

Penalties for non-compliance

A bias toward incenting homeowners toward long term rentals rather than STRs.

The main problem I have observed is that these rentals are being used as event spaces. Everything from family reunions to bachelor parties to just plain house parties. Because houses tend to be larger in this area, there needs to be a cap of perhaps 8 people or so. 2 to three families max. Closer to two.

The reason being is that this is not Tahoe or Bodega Bay. These neighborhoods are residential and outside of recreational areas. Therefore, these limits need to promote the original nature of our neighborhoods: Single family dwellings. Once occupancy goes too far beyond a family or two, STRs become antithetical to the zoning of the area and that is bait and switch for the families that paid good money to live in a neighborhood zoned for single families.

Without occupancy limits, local ordinances like noise or open containers will open the door to overwhelming police in enforcement. Occupancy, in my view, is the only way to mediate behavior in STRs.

Additionally, with the lack of rental properties in SR, making it more difficult to easily prosper with STRs will result in more rental units on the market for a rental starved community. It's too easy now to hand over the keys, clean up the mess and apologize to neighbors while making easy money.

Finally, there needs to be clear and immediate "teeth" to the ordinance. No more than three warnings before landlords are precluded from hosting guests for, say, a year. Second offense should be a lifetime ban.

Good luck with the ordinance. And keep in mind, rental and tax revenues will not decrease with limited occupancy as STRs are not priced based on the number of guests. Please serve the needs of neighborhoods.

Thank you,

Ian Alexander

---

**From:** Short Term Rentals  
**Sent:** Saturday, July 31, 2021 4:53 PM  
**To:** Economic Development  
**Subject:** FW: [EXTERNAL] VRBO and airbnb

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404  
Tel. (707) 543-4665 | Fax (707) 543-3269 |  
[smeads@srcity.org](mailto:smeads@srcity.org)



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**From:** Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)>  
**Sent:** Thursday, July 29, 2021 9:51 AM  
**To:** Bernadette Burrell <[bcb1605@gmail.com](mailto:bcb1605@gmail.com)>; Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)>  
**Subject:** RE: [EXTERNAL] VRBO and airbnb

Good morning Bernadette,  
Thank you for providing this excellent feedback.  
If you are able, please attend the Economic Development Subcommittee meeting and take advantage of the public comment period to share this directly with the three Councilmembers. I always feel that hearing directly from our residents is the most impactful.  
Warmly,  
Shari

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404  
Tel. (707) 543-4665 | Fax (707) 543-3269 |  
[smeads@srcity.org](mailto:smeads@srcity.org)



---

**From:** Bernadette Burrell <[bcb1605@gmail.com](mailto:bcb1605@gmail.com)>  
**Sent:** Tuesday, July 27, 2021 9:23 PM  
**To:** Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)>  
**Subject:** [EXTERNAL] VRBO and airbnb

Hello,

I feel that short term rentals need not be allowed in Wildland Urban interface districts. Montecito Heights neighborhood has been evacuated multiple times over the last few years. People that are not from the area do not have the local Nixel alerts on their phones. They are also not familiar with the egris and exits for the neighborhoods. The houses that rent for short term are mostly used by multiple families which would also make it difficult for them to evacuate. Or worse they would not know to evacuate.

Properties in Santa Rosa are being bought for the sole purpose of being short term rentals do to the fact that there is no policy in place. Letting investors come into the area and scoop up precious housing that is not used for full time residents is a bad policy. These investors are not vested to the area. Their clients are not vested to the area and do not provide the local merchants, schools, restaurants and community with the same financial support as a full time resident. The owners are not members of the communities.

VRBO's should be limited here in Santa Rosa. We should also look to other communities that have strong rental guidelines in place. Managers/Owners should not be permitted to be far away from their rental. They should be able to respond within 20 minutes of a problem in person. It should not be the police who have to respond to loud parties, too many people at the residence or any other problem that arises.

Thank you for your consideration,  
Bernadette Burrell

52 West 6<sup>th</sup> Street  
Santa Rosa, CA 95401  
info@6thstreetplayhouse.com

[www.6thstreetplayhouse.com](http://www.6thstreetplayhouse.com)  
Tickets: (707) 523-4185

2021-2022 Season

*Love, Loss and What I Wore*  
Aug. 12 – 29, 2021

*Murder for Two*  
Sept. 16 – Oct. 3, 2021

*Vincent*  
Oct. 21 – Nov. 7, 2021

*Scrooge In Love*  
Nov. 26 – Dec. 19, 2021

*The Legend Of Georgia McBride*  
Jan. 6 – Jan. 23, 2022

*Hair*  
Jan. 27 – Feb. 20, 2022

*A Raisin In The Sun*  
Mar. 3 – Mar. 20, 2022

*Hank Williams: Lost Highway*  
Mar. 31 – Apr. 24, 2022

*Real Women Have Curves*  
May 12, 2022 – May 29, 2022

*9 To 5, The Musical*  
June 2 – Jun. 26, 2022

*Actually*  
June 9 – Jun. 26, 2022

Board of Directors

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??  
Operations Associate

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Costume Shop Manager

Idalia Pagan?  
Sherri Guinn  
Lori?  
Box Office Associates

# 6thStreetPlayhouse

July 30, 2021

To the City Council or Whom It May Concern:

I am the Artistic Director of 6<sup>th</sup> Street Playhouse in downtown Santa Rosa. We are a dedicated member of the Railroad Square Association and an important constituent in the economy of Railroad Square, as well as the city and county.

I want to go on the record to support the local Airbnb community and to say how important, even crucial, it is to supporting our operations. Airbnb owners, such as Allen Thomas, as well as others, have offered discounted or even fully-donated apartments to our non-profit theatre to house out-of-town artists performing on our stages. In order to provide the highest quality productions, with highly-skilled performers, we must bring in talent from places outside our area, sometimes even as far away as New York. Because these performers are often here as long as 7 weeks, they require places with kitchens or kitchenettes, so hotel rooms won't work and they are too expensive in any case. Without a place for them to stay while working at the Playhouse these productions would be nearly impossible to produce. The loss of Airbnb's in our area would have a substantially negative effect on our organization.

Please do not take any actions that might imperil the existence of Airbnb's.

Many thanks,



Jared Sakren  
Artistic Director, 6<sup>th</sup> Street Playhouse



---

**From:** Short Term Rentals  
**Sent:** Saturday, July 31, 2021 4:53 PM  
**To:** Economic Development  
**Subject:** FW: [EXTERNAL] Short term rentals

Shari Meads | City Planner

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404 Tel. (707) 543-4665 | Fax (707) 543-3269 | [smeads@srcity.org](mailto:smeads@srcity.org)

-----Original Message-----

**From:** RICHARD MOLDENHAUER <[rmoldy@aol.com](mailto:rmoldy@aol.com)>  
**Sent:** Friday, July 30, 2021 10:07 AM  
**To:** Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)>  
**Subject:** [EXTERNAL] Short term rentals

Just wanted to make sure our comments are included in meetings on this topic. An ordinance needs to get done ASAP NOW!!! All rentals should be very limited to 2-4 people in the most fire prone areas. - Montecito Heights, Brush Creek Areas!!!! This area is a tinder box waiting for one match or spark to go up and burn down massive #'s of homes. When you're weighing this topic, please keep in mind all the firepits that have been put in in the vac. Rentals/homes with nothing but dried out trees, brush, etc. and imagine one spark going up into the massive overgrown dried out tree canopies. Can't believe Santa Rosa is the only city in the county that hasn't put in any ordinance yet!!!! This is making us angry and nervous enough to actually move and leave this city before the next huge disaster of fire burning down all the homes in the Montecito Hts./Brush Creek areas!!! PLEASE DO SOMETHING NOW to stop this nonsense instead of continuing the no rules apply, constant party buses, no caring by those who rent their homes or those who come to party down with no idea of the fire dangers now in our area!!!! This is a crime and the city will be sued if a fire burns down tons more homes for no caring on getting some rules in place - this is AN EMERGENCY NOW - GET IT DONE!!!!  
Mr. & Mrs. Moldenhauer

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**From:** Anne Fenlon <cafenlon2@gmail.com>  
**Sent:** Sunday, August 1, 2021 9:32 PM  
**To:** Economic Development  
**Subject:** [EXTERNAL] Short term rentals

We have an Airbnb next door to us at [REDACTED] that has had hundreds of visitors since June 21st, 2020. Besides the fact that Santa Rosa has no verbiage addressing operating rules for these short term rentals they have operated contrary to Sonoma County Public Health Covid shelter and sanitation rules. Oh that's right Santa Rosa did not adopt/ enforce these safe guards- so for the past 13 months we have had people coming into our neighborhood, daily turnovers ( no 24-48 hrs vacant decontamination) and worse raw sewerage flowing down the driveway. Did I mention 3 no permitted bathrooms? Please consider enforceable penalties for homeowners who ignore building codes, create health hazards and risk the safety of people who actually live here.

Peace and understanding 🙏  
Anne

**From:** [Rose Kapsner - Beau Wine Tours](#)  
**To:** [Economic Development](#)  
**Subject:** [EXTERNAL] ECONOMIC DEVELOPMENT SUBCOMMITTEE FOR PUBLIC COMMENT FOR 8/10/21 ON ITEM #: 3.2  
**Date:** Thursday, August 5, 2021 4:30:20 PM  
**Attachments:** [Letter for Santa Rosa City Council 2021.docx](#)

---

Hello,

Please see attached a letter that I would like to submit be read at the Public Comment on 8/10/21 – Item #3.2.

Thank you,

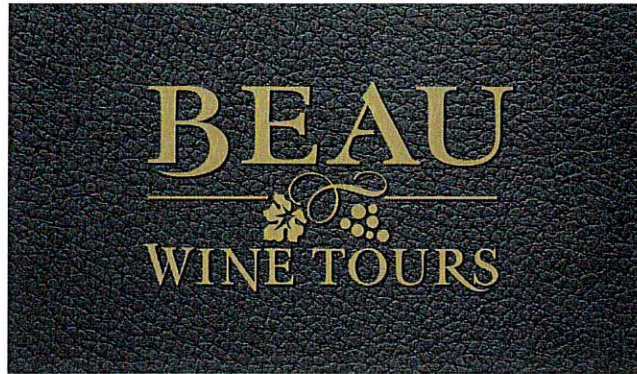
Best Regards,

Rose Kapsner

Director of Group Sales & Events

**Beau Wine Tours – Chauffeured & Charter Transportation**

21707 8<sup>th</sup> Street East, Suite A, Sonoma, CA 95476 | Phone (707) 938-8001, ext. 208 | Fax: (707) 938-8774



Rose Kapsner

Subject: **ECONOMIC DEVELOPMENT SUBCOMMITTEE FOR PUBLIC COMMENT FOR 8/10/21 ON ITEM #: 3.2**

Beau Wine Tours Transportation Services work with Chris and Sarah who own, the Frank Lloyd Wright Mansion, located at 2611 Sunrise Avenue, in Santa Rosa, CA 95409 which is a Legal VRBO in Santa Rosa.

One of features of working with this property is they encourage their guests to have private transportation for wine tours, dinners, etc. which takes cars off the road and safely transports guests to/from their VRBO.

VRBO's are equally valuable to the Santa Rosa and Tourism industry especially having fewer hotel rooms available after the 2017 fires. Legal VRBO's provide a relevant tax revenue to the city and allow tourism to continue to flourish in this area.

Chris and Sarah are very supportive of their community. They also have created their own Trash/Recycle company for all of their Legal VRBO's in the Sonoma region.

Beau Wine Tours is very proud to be a Preferred Partner with the FLW Mansion and enjoy working with Chris, Sarah and their entire team.

Thank you,

Rose Kapsner  
Director of Group Sales and Events  
Beau Wine Tours  
21707 Eighth Street East  
Sonoma, CA 95476



**From:** [Liza Henty-Clark](#)  
**To:** [Economic Development](#)  
**Subject:** [EXTERNAL] Public comment on short-term rental regulations  
**Date:** Sunday, August 8, 2021 5:36:46 PM

---

To Whom It May Concern:

I am a Santa Rosa property owner and resident. I am writing because I wanted to share my personal experience as an Airbnb "Superhost" in Santa Rosa for the past 2 years, and advocate for sensible and nuanced short-term rental regulations as the city moves forward in crafting a short-term rental policy. I believe short-term rental can play an important role in the housing and tourist eco-system for the city, although I would support some sensible regulation measures. My husband and I are middle class Santa Rosa workers and residents, who are also doing a little bit of real estate investment to help us to afford the cost of living in Sonoma County, and eventually have greater financial stability and freedom for our family. For reference, I work for the Santa Rosa City School district and my husband works for Sutter Health.

My husband and I own a small multi-unit investment property in the JC neighborhood, which we purchased in 2019. This property has a large 2 bed/1 bath front unit that has long-term tenants who pay below market rate (they currently pay \$1680/month for a 2 bed/1 bath 1150 sq ft apartment that lives like a house on a quiet residential street). The property also has 2 tiny units in the back that were built in the 1950s (1 bedroom 440 sq ft apartment attached to the main house, and a 200 sq ft guest suite attached to the garage). We have been able to make this property a profitable investment by transforming the back 2 units into short-term rentals with extensive repairs and renovations and carefully chosen furnishings. We have had almost exclusively quiet and respectful guests, many of them coming to town for non-tourist reasons such as visiting aging parents, traveling for work, or needing a place to stay in the midst of relocating to the area. We plan to eventually move to the front unit of this property when we no longer have 2 kids living at home and are ready to "downsize" and semi-retire.

We also own a primary residence in the Bennett Valley section of Santa Rosa, and are planning to rent the whole house out when we are traveling on weekends and school breaks. The income this business will produce will greatly help us to afford the hefty costs of home ownership in our area. For instance, we recently purchased this home and discovered that the heritage oak in our front yard is greatly in need of costly tree work as soon as possible, pulling \$4400 from our emergency fund. We just started this next short-term rental adventure, and already have 2 bookings, one for a family group coming to town for a wedding, and the other also a family group coming to town for a short vacation.

I include these personal experiences and anecdotes to put the human face on small scale short-term rental managers. Participating in the short term rental industry will help us to supplement our middle income salaries to accomplish financial goals like paying for college for our 2 kids, maintaining and upgrading these homes, and eventually retiring comfortably. I'm sure there are many other Airbnb/VRBO hosts with similar stories. I look forward to hearing more about what types of regulations are being considered in Santa Rosa and helping to craft a policy that can be a win-win for the city, property owners, short-term rental managers, long-term renters, neighborhood residents, visitors, and other stakeholders.

Kind regards,  
Liza Henty-Clark

**From:** [Sarah Faulkner](#)  
**To:** [Economic Development](#)  
**Subject:** [EXTERNAL] Sarah Faulkner | ECONOMIC DEVELOPMENT SUBCOMMITTEE FOR PUBLIC COMMENT FOR 8/10/21  
ON ITEM #: 3.2  
**Date:** Sunday, August 8, 2021 6:40:26 PM

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Dear Economic Planning Subcommittee,

I am one of your STR owners here in Santa Rosa. STRs are a vital part of the tourism industry and the local economy in Santa Rosa. We welcome policy regulations to ensure STRs are upstanding members of the community. We personally donate to organizations in our neighborhood like Santa Rosa Middle School. We open our homes to neighbors as a community resource for block parties and to use the pool with their families. And we pay taxes.

Please continue to support a thriving tourism industry. The last thing we need as we continue dealing as best we can with Covid is to disrupt our businesses once again. Families feel (and are) much safer visiting Santa Rosa by renting a home where they can practice social distancing. Through the pandemic, they have supported our restaurants, wineries, and outdoor activities as we all tried to make it through these tough times. Seriously shocking the STR supply will drive those visitors away from Santa Rosa - to Sonoma or elsewhere.

Even pre-Covid, from chefs to transportation companies, many of the businesses we work with **receive 50%-100% of their business from STRs.**

Many of the policy considerations we already follow. These are great business practices for all STR owners. Enacting these will not hinder the STR business:

- Require evacuation and cancelation of reservations when home is in Evacuation Warning zone
- Local Contact Available 24/7 for complaint response
- Prohibit outdoor fires
- Quiet hours 9pm - 8am
- Guest Manual
-

## Property Manager Certification

**Limiting the number of STRs per owner will lead to more acute issues.** Owners with more than one property will be more professional and experienced. They will have the time and money to treat the STR properties as a business instead of a hobby. They will invest more in the beautification of their properties, and they will be able to find more “best practices” for ensuring guests are safe and follow the rules. We will have fewer issues with STR owners that have the time and resources to dedicate to their properties.

**Limiting the number of nights per year will ensure only smaller, cheaper properties can make enough money to support their costs.** All of the guests looking for once-in-a-lifetime vacations at dreamy properties will go elsewhere in Sonoma, likely taking some or all of their tourism dollars with them. Santa Rosa would certainly lose a significant portion of the ToT revenue it receives today.

One idea is to start with:

- (1) Register all STR properties.
- (2) Ensure all STR properties are paying their ToT.

Owners that are not registering their properties or paying taxes are likely not being good citizens in other respects. And Santa Rosa deserves the ToT revenue to continue investing in our city. If the city has to put up with registering and regulating STRs, she should benefit from it!

- (3) Have a local contact available 24/7. Neighbors can find this number online and reach out directly to the local contact.

This will solve many problems. STR owners want to continue to be good neighbors.

- (4) Neighbors can file complaints online and Santa Rosa will enforce the same rules that apply to any other home in the given community.
- (5) If the local contact cannot be reached by the city or the police within a short period of time, the property is fined.

We can then collect data on the issues that are reported, and legislate them directly. STRs that are behaving well will continue to operate. STRs that are poorly managed and disruptive will be identified, and we can regulate to ensure they are improved. Such an approach will also ensure we do not have an unexpected shock to the tourism industry while Covid is still a major impact.

We absolutely need to make sure that STRs are paying the appropriate taxes to Santa Rosa. Some may be mistakenly paying Sonoma county. We could petition AirBnB to remit

the taxes to Santa Rosa directly, as they do for Sonoma county.

I am very happy to provide any information or feedback that might be helpful to you during this process! Please let me know how I can help.

Warm Regards,

Sarah Faulkner  
707-595-8845



**From:** [Chris Clark](#)  
**To:** [Economic Development](#)  
**Subject:** [EXTERNAL] Christopher Clark - Economic Development Subcommittee for Public Comment for 8/10/2021 - Item 3.2  
**Date:** Monday, August 9, 2021 7:07:50 AM

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Dear Economic Development Subcommittee,

Thank you for providing the opportunity to comment on the upcoming effort to adopt additional regulations on STRs. As a STR owner, I am supportive of ensuring all STRs are a positive addition to Santa Rosa.

From the agenda, I believe everyone is well united in understanding the positive impact of STR for Santa Rosa. Especially since 2020, but even before Covid, the revenue from STR guests was significant or critical to many of our small businesses serving tourists, who employed, in 2019, almost 5,000 Santa Rosa residents. The aftershock of a significant decrease in STR guests would be catastrophic to Santa Rosa's tourism industry.

Occupancy limit is a difficult regulation. We should legislate what we want directly (noise, cars, etc). If we need to, we should adopt a high upper bound. Some groups of 15 are just trying to gather with their family and celebrate the mom's 70th birthday. Some homes can responsibly host a large number of people because of their size or the size of their lot. A good upper bound would be 1 person per 200 square feet. This limit would prohibit parties. Less than this limit is almost always a family celebrating Thanksgiving together or family and friends celebrating a 50th wedding anniversary, or a company having an offsite.

Let's consider regulations that hold our visitors accountable for their own behavior as well. When you rent a car, the car rental company is responsible for making sure you know the laws, are licensed, have insurance, and the car is in safe working order. When you decide to then run a red light, the car rental company doesn't get the ticket, you do.

99% of the visitors to Sonoma are respectful, conscientious, and rule-abiding. Let's be consistent about the rules that they should follow. Let's educate property owners on how to communicate those rules. And let's have fines that apply to guests who break our most important rules. Two rules we can hold guests accountable for:  
Breaking quiet hours.  
Cars parked inappropriately. This city knows how to ticket cars.

As a STR owner, I can do everything right, follow all the rules, go overboard with notifications to my guests, and still I live in terror that my business will be taken from me. If we are enacting consequences for guest behavior, it should be a shared responsibility between our visitors and the property owner.

It would be wonderful to have the city's help with an issue. Garbage pickup is very difficult. We keep our garbage cans well hidden from the street, but it is impossible to

find a reliable service to take the cans to the street and pull them back. Would the city be willing to help work with the garbage/recycling companies on walk-up service? STR owners (and I suspect many other citizens) would gladly pay for the service. And this would help us ensure our garbage is always picked up and the cans are always off the street.

Thank you,  
Christopher Clark

**From:** [ea95401](#)  
**To:** [Economic Development](#)  
**Subject:** [EXTERNAL] Public comment for 8/10/21 Item 3.2 for Economic development subcommittee - Eric Abrahamson  
**Date:** Monday, August 9, 2021 8:44:58 AM

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**As a handy man in Santa Rosa I find short term rental homes to be a boost to the local business community. Due to the high standards required by tenants the home must be well taken care of and aesthetically pleasing to the eye. A well maintained home is a strong foundation for a thriving community/neighborhood and supports local contractors. -Eric Abrahamson**

**From:** [Sonoma County Coalition of Hosts](#)  
**To:** [Short Term Rentals; Economic Development; Sawyer, John; Alvarez, Eddie; Fleming, Victoria; De La Rosa, Raissa; Meads, Shari](#)  
**Subject:** [EXTERNAL] Policy Proposal Guide for Economic Development Subcommittee Aug 10, 21 Meeting  
**Date:** Monday, August 9, 2021 9:52:49 AM  
**Attachments:** [Sonoma County Coalition of Hosts.logoab.png](#)  
[Policy Proposal Guide for Santa Rosa Economic Development Subcommittee Meeting Aug 10.21.pdf](#)

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The [Sonoma County Coalition of Hosts](#) offers the following endorsed and opposed positions to assist the Economic Development Subcommittee in their upcoming meeting and in formulating future regulations of home sharing businesses. Attached is a **Policy Proposal Guide** formatted specifically for the Economic Development Subcommittee to use during their August 10, 2021 meeting.

[Policy Proposal Guide for Santa Rosa  
Economic Development Subcommittee  
Meeting Aug 10.21.pdf  
\(78K\)](#)

We recently surveyed our members regarding these potential policy options and the following positions represent the majority opinion of our members who responded to the survey. In addition to the surveyed positions, the coalition is recommending the following positions for these proposals.

**[SCCH ONLINE POSITIONS](#)**

The overwhelming majority of vacation rental owners in Santa Rosa are small businesses that are owner operated. We believe our small businesses offer many county residents a way to share their primary residence,



generate much needed additional income, upgrade and maintain housing stock for future residents, and generate much needed employment.

We look forward to collaborating with the city to formulate fair, equitable, and reasonable regulation of our small businesses to benefit owners, employees, workers, visitors and all citizens of Santa Rosa.



Attachments area

The Sonoma County Coalition of Hosts offers the following endorsed and opposed positions to assist the Economic Development Subcommittee in their upcoming meeting and in formulating the development of a short-term rental ordinance.

We recently surveyed our members regarding these potential policy options and the following positions represent the majority opinion of our members who responded to the survey. In addition to the surveyed positions, the coalition is recommending positions specific to Santa Rosa for these proposals.

The overwhelming majority of short-term rental owners in Santa Rosa share one property. We believe sharing a home offer many residents a way to share their primary residence, generate much needed additional income, upgrade and maintain housing stock for future residents, and generate much needed employment.

We look forward to collaborating with the Economic Development Subcommittee to formulate fair, equitable, and reasonable regulation of our small businesses to benefit owners, employees, workers, visitors and all citizens of Santa Rosa.

**Policy Proposals**

Permit Requirement and Fees	Approve	<p>Whatever reasonable permitting mechanism the city prefers, we can work with the city to implement.</p> <p>All of our members are permitted operators, and we endorse the operation of permitted vacation rentals only.</p>
Limit Total Occupancy, Day Guests, and Number of Vehicles	Needs more Study	<p>We look forward to working with the City to develop occupancy limits day/night, as we have a vested interest in improving the reputation of vacation rental guests as well as encouraging thoughtful and compliant guests.</p> <p>Vehicle limits can be according to number of rooms.</p> <p>The number of vehicles could be determined by</p> <ul style="list-style-type: none"> <li>• By counting the number of vehicles that can fit inside the garage and on premises.</li> <li>• Include street parking in front of the</li> </ul>

		<p>residence.</p> <ul style="list-style-type: none"> <li>Allow host to make arrangements with a neighbor to use one of their parking spaces. Perhaps they could even make a financial agreement benefiting both the host and neighbor. Sounds like a win-win for everyone involved.</li> </ul>
Limit, Prohibit, or Require Temporary Use Permit for Events	Needs More Study	Develop standards for temporary use permit for events.
Initial and Annual Safety Inspections	Endorse Initial / Oppose Annual	<p>We would be happy to collaborate with the city to develop initial and annual safety inspections.</p> <p>The county of Sonoma requires an initial inspection by a contractor for permit issuance, but we do not believe an annual inspection is a cost effective way to regulate safety, rather a complaint system is a more efficient method.</p>
Annual Review and Renewal	Oppose	We believe that all licenses should automatically renew unless a license has been revoked with due process or abandoned.
Prohibit in Certain Zoning Districts and Housing Types	Oppose	<p>Many of the VR owners/hosts are "mom &amp; pop" owner/hosts – some even "mom" only - who are doing their best to keep their homes, pay off their mortgages, and be part of the communities they have enjoyed for years.</p> <p>Allow homeowners the option to choose how they wish to purpose their home, and don't prohibit certain zoning districts and housing types from being used as a vacation rental, as the cost of other properties that are higher value, will ultimately make it too expensive for low to moderate income families to owe a vacation rental or for guests to stay at a vacation rental.</p>
Limit Number of Rental Nights Allowed per Year	Oppose	WE STRONGLY OPPOSE THIS PROPOSAL.

		<p>A property vacant by limits on number of rental nights per year is more susceptible to vandalism.</p> <p>We believe this will have negative, unintended consequences on TOT revenue, as current owners may be forced to sell given negative financial consequences.</p>
Limit Number of STRs by Owner and Parcel	Approve	<p>We believe a better way to regulate the number of vacation rentals is to limit the number of permits one owner can be issued to 3. This is recommended over density limits and proximity caps.</p> <p>This would be fair to Sonoma County homeowners, and allow private individuals the option to rent a home short-term.</p> <p>Hosted rentals should not have limits since the owner/host is present.</p>
Local Contact Available 24/7 and Complaint Response Within Predetermined Period	Approve	Requirements for 24-hour management and/or response, whether onsite or within a certain distance of the vacation rental.
Permit Number Included with all Advertisements	Approve	We favor including a permit number with all advertisements.
Escalating Fine Structure for Violations	Needs More Study	We are happy to collaborate with the City to develop reasonable and fair guidelines.
Require Landline Phone Service	Oppose	Instead of a landline, we recommend a Noah radio in every shared home. Emergency information can be received via satellite, and it reverts to battery power during electrical failure.
Require Evacuation and Cancellation of STR at Evacuation Warning Stage	Approve	The safety of short-term guests is the utmost concern of hosts and guests should follow evacuation emergency orders.
Limit Outdoor Fires	Approve	In favor



Extend Quiet Hours to Between 9 p.m. and 8 a.m.	Oppose	We suggest keeping in line with the County's quiet hours from 10 p.m. and 7 a.m.
Creation of Guest Manual	Approve	We would be happy to collaborate with the county to produce and distribute such a handbook, as we have a vested interest in improving the reputation of vacation rental guests as well as encouraging thoughtful and compliant guests.
Notice to Adjacent Property Owners	Approve	We would endorse a notification that a vacation rental exists at a specific location. It is not necessary for a hosted rental, as the owner is present to handle any disturbance.
Require Screening of Outdoor Activity Areas	Oppose	Why — What are guests doing that neighbors aren't?
Property Manager Certification	Approve	We as hosts support — Property Manager Certification: because we want our guests to be good neighbors and follow all regulations. We know the vast majority of guests are good and respectful, and as stated in County research only a tiny amount generate complaints, so anyway we can make it easier to minimize complaints and encourage hosts to educate guests would be great.
Non-Transferability	Oppose	<p>Transference preserves investment of current license holders only but could limit the ability of future homeowners to become vacation rental owners if a cap is present.</p> <p>If a cap is present, permits are less likely to become available since they will be transferred with the sale of a home. This would maintain the current VR concentration, which could lead to more negative VR ordinance changes in the future.</p> <p>This would benefit the seller with a higher resale value, but make it more expensive for the average</p>

		person to enter the short-term rental market.
Biennial Sunset and Program Update		
Distinguish between Hosted and Non-Hosted Short-Term Rentals	Approve	<p>VR owners and hosts come in many versions, but one thing is for sure: nearly all VR owners have only one home and they work hard to keep it and share it with others. For retirees, pensions are becoming a thing of the past and owning a vacation rental home is not only a way to make ends meet, it's a retirement nest egg.</p> <p>Hosted rentals allow anyone to use a portion of their home, for additional, flexible income. This extra income helps people make ends meet or meet their goals.</p> <p>Allow hosted rentals the option to purpose multiple rooms short-term, so affordable accommodations can be available to singles, couples, and low or moderate income visitors.</p>
Require Business Tax Certificate Long Term	Strongly Oppose	The coalition recommends that the county's Transient Occupancy Tax ordinance and scheme are sufficient and the only taxation necessary.
Short-Term ADU/JADU	Approve	<p>Accessory Dwelling Units that are offered short term would allow affordable accommodations to lower and middle income individuals and families, as they are often less expensive than equivalent lodging in a hotel.</p> <ul style="list-style-type: none"> <li>• Short-term rental use of ADU/JADU units offer property owners much more flexibility in how their property is being used.</li> <li>• Units can be used by adult children or other family members who have short-term need of housing (school breaks, job change, visiting family).</li> </ul>

		<ul style="list-style-type: none"> <li>• Units can easily be converted to full-time rentals or any other use, as the owner sees fit depending on family needs.</li> </ul>
<b>URGENCY ORDINANCE</b>		
<p>Government Code Section 36937(b) allows an ordinance to take effect immediately, if it is an ordinance for the immediate preservation of public peace, health or safety and it contains a declaration of the facts constituting the urgency.</p> <p>•Section 8 of the Santa Rosa City Charter authorizes the City Council to adopt an urgency measure to take effect immediately upon its adoption if necessary to preserve the public peace, health or safety if such ordinance contains the reasons for its urgency.</p>	Oppose	<p>The majority of vacation rental owners in Santa Rosa have one short-term rental. For many, this earns them needed income. For retirees, pensions are becoming a thing of the past, owning a vacation rental is not only a way to make ends meet, it's their retirement nest egg. Enacting an urgency ordinance on vacation rentals negatively affects average folks. In their time of need, will a permit even be available for them? One never knows when some unexpected event in their life (i.e. loss of a job, care of a loved one, divorce or death of a spouse) and they find themselves needing to earn extra income—offering a home shot-term could be the only way to make ends meet.</p> <p>The city should ask their 197 registered short-term rental owners when they send out their annual TOT remittance forms if they have a hosted or vacation rental.</p> <p><b>THERE IS NO URGENCY:</b> If Host Compliance figures are taken at face value, the number of unhosted whole homes amount to 0.4% of available housing units, which means 99.6% of the housing units in Santa Rosa are long-term.</p>

**From:** [Laura Chung](#)  
**To:** [Economic Development](#)  
**Subject:** [EXTERNAL] Laura Chung | Economic Development Subcommittee for Public Comment for 8/10/21 Item #3.2  
**Date:** Monday, August 9, 2021 10:18:15 AM

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Good Morning ~

My business connects guests staying in STRs with the amazing services and activities that Santa Rosa and Sonoma County has to offer.

I've built my business working *exclusively* with STR owners as these are the groups that are single handedly coming for a once-in-a-lifetime vacation. They stay in a dream property, spending time on the couch or in the pool with their families ~ their entire family ~ under-one-roof! I personally know they participate heavily in our tourism industry, from private chefs and massages by the pool to winery tours, restaurant meals, and more, as I help to arrange these experiences myself, here in the town of Santa Rosa and throughout Sonoma County.

By hurting STRs in Santa Rosa, it's not just the STR owners who will be devastated - who, by the way, are people trying to **feed their families** and are investing tons of money in paying taxes, beautifying these properties, and giving to charities ... but those who are of support to STRs, such as: interior designers, landscapers, cleaners, contractors, private chefs, massage therapists, spas, wineries, transportation companies.

I would like you to know that STRs ensure that some of our properties stay public instead of private. I've seen many local Santa Rosa families staying in STR properties in Santa Rosa *from* Santa Rosa. They enjoy a fun property, play in the pool, watch movies as a family or play games or use the pool table, *together*. I read their stories of Thanks for the space and ability to connect, (especially during COVID they could gather with their entire family, kids home from college/school online, work from home parents), to spend time under-one-roof. Our local businesses have also used them to plan off-sites. STRs enable these properties to be a resource for *all* of us.

Thank you for taking the time to listen to my voice ~ someone who's on the ground experiencing exactly what you're meeting is for ~ for our Community as a whole. Let's keep building a better Community for us all, *together*.

Kind regards,  
Laura

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**Laura Ann Chung, LLC**  
*Private Luxury Concierge* | **Founder**  
707.287.7519

**Cleary, Eileen**

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**From:** Dave James [REDACTED]  
**Sent:** Monday, August 9, 2021 11:29 AM  
**To:** Economic Development  
**Subject:** [EXTERNAL] Short-Term Rentals Ordinance  
**Attachments:** Rentals Ordinance Aug 10 Meeting Letter for the Record.pdf

City of Santa Rosa Economic Development Department:

Attached is a letter for the record in advance of tomorrow's meeting pertaining to ordinances for short-term rentals in Santa Rosa.

Thank you,

Dave James

August 9, 2021

City of Santa Rosa  
Planning & Economic Development  
1100 Santa Rosa Ave.  
Santa Rosa, CA 95404

RE: Letter Regarding Short-Term Rentals in Advance of August 10, 2020 Meeting

City Staff:

This letter is being written regarding the above topic which is a concern of many residents of the City of Santa Rosa. A meeting with the Economic Development Subcommittee is a good way to bring this issue out into the open and explore ways to more appropriately govern how these short-term rentals operate, as it appears there is very little oversight or rules within the City of Santa Rosa regarding these currently. My comments below will describe what I have experienced being directly across the street from one of these operating, business establishments. A business operating in a private neighborhood.

#### **INITIAL FIRST HAND KNOWLEDGE OF THE SHORT TERM RENTAL SITUATION**

Approximately three months ago, the house across the street from me at [REDACTED] was sold and closed escrow. It was perplexing when the realization came that the house had been sold to someone who had no intention of living in the residence. Without any notice, letter, public hearing, phone call or any other respectful advance warning of the new owner's intentions, the first time anyone stayed at the house after escrow closed brought a total of seven cars that showed up for a long weekend stay. It was quite obvious then that this house was not purchased by someone to live in, but rather to be rented out as a business investment for profit. All of a sudden and without any proper forewarning, the landscape of the neighborhood changed completely.

#### **ISSUES NEIGHBORS HAVE BEEN SUBJECT TO SINCE INCEPTION OF THE SHORT TERM RENTAL HOUSE**

Since this house was sold for the purpose of being a rental vacation home for a very short period of time, there have been issues which neighbors have faced. Some of the groups renting the house are obviously staying for a weekend vacation party place where they can use the house (which has a pool), and invite over other people who aren't necessarily staying at the house. This creates problems with parking on the street. According to the AIRBNB website that advertises this house for rent, a maximum of four cars are allowed. In practice, this rule has not been followed at all. Some renters have had four cars and others have had up to seven cars. The rental house doesn't permit garage parking. As such, two cars can park in the driveway and up to five cars have to park on the street. The excess cars end up spilling over to be parked in front of various neighbors' houses. Although street parking is not reserved, it is very distracting when you come home and unknown cars are parked in front of your house. Also, those who actually reside here need the spots in front of their house for parking their own vehicles. This will be an ongoing issue with this short-term rental house. There has been additional noise created by this which many neighbors have experienced. For neighbors who get up early to go to work the next day, it is not pleasant to have to deal with backyard noise from the night before. Though some renters have been courteous in this regard, others have not and don't seem to care at all and feel entitled.

#### COMPATIBILITY WITH THE EXISTING NEIGHBORHOOD

The subject neighborhood historically is quiet with the actual property owners living in the houses. Though some rental homes do exist in the neighborhood, they are not being operated the same as the one subject to this letter. Noise and distractions are going to inevitably exist with operations of this type. You find people showing up late at night on occasion. I have experienced renters standing in front of the house smoking cigarettes. In as much it is advertised as an AIRBNB, essentially what is being operated at this location is nothing more than a motel. A commercial type, for profit lodging business operating in a residential neighborhood. In any given month, there can be 8 to 10 different groups renting this house. One group I observed which came in stayed for one night only. In my view, this is not what should be allowed within the City of Santa Rosa. Especially in a neighborhood like this one without abundant street parking and houses that are relatively close together. An operation such as this does not belong in this type of a neighborhood and should have never been allowed to begin with. Short of that, some type of hearing should have been mandated to allow input of the existing neighbors.

#### ORDINANCES NEEDING TO BE PUT INTO PLACE IN THE CITY OF SANTA ROSA

This meeting to bring the subject to the forefront is very important. My belief is that at a minimum, there should be rules put in place that prohibit the ability for an operator to rent homes like this for a short time frame of less than two weeks. Some cities require a minimum of a thirty day stay. A group renting for a short period of time should not be permitted at all. But more importantly, there should be some regulations put in place that dictate where these types of businesses can be operated without undue distraction to the existing residents of the neighborhood. This is a clear case where the landscape of the existing neighborhood has been changed for good should this be allowed to continue going forward. If there are no rules put into place and they are not monitored, this will become a much larger issue for the greater Santa Rosa area with people coming in from out of the area to do the same exact thing. It is quite evident without any rules in place, the problem can only continue to get worse.

Santa Rosa has certain requirements for other commercial type businesses operating in home or residential neighborhoods, as noted on the City's website. **Permits are required, and the business must not change the character of the residence or the neighborhood. The business cannot generate vehicular or pedestrian traffic not normally associated with a single family residential use. In addition, not more than 25% of the floor space of the residence can be used for business purposes. Stipulations also exist as to parking and the number of cars that are allowed.** It seems that in the case of these short-term rentals, these rules for some reason don't apply, which doesn't make sense since there is a business being operated. That point is undisputable.

There is without question a need for better rules and regulations to be put into place here. In addition, existing businesses of this type should not be "grandfathered in" to conduct business as usual after the adoption of any new ordinances that correct the problem that exists and needs addressed.

After having lived here for 27 years, I believe many others would express similar sentiments as to this type of business being the wrong fit for this residential neighborhood. Additionally, I would expect many within the Santa Rosa City Inner circle would be displeased if they faced the same circumstance of this popping up in their neighborhood(s), basically unannounced and without any forewarning or governance. It is especially disheartening that something like this can present a complete change in the future quality of the area and unknown expectations for those neighborhood residents having to be subjected to the consequences that the short rental term business presents, day in and day out.

Should someone want to reach out to me for additional information regarding this situation or other ideas regarding this critical local issue, I can be reached by email at [davejames23@yahoo.com](mailto:davejames23@yahoo.com).

Respectfully Submitted,



Dave James  
Amella James





**From:** [David Long](#)  
**To:** [Economic Development](#)  
**Subject:** [EXTERNAL] Short-Term Rental Ordinance  
**Date:** Monday, August 9, 2021 12:51:52 PM

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Dear Subcommittee Members,

I am submitting this e-mail to become part of the record for the August 10th Economic Development Subcommittee meeting. If time permits, reading this aloud at the meeting would prove worthwhile.

I cannot stress strongly enough that Short-Term Rentals is, first and foremost, an issue that needs strict control in order to address neighborhood safety, quality of life and the ability to preserve and foster traditional residential community values. I understand that this initial meeting will likely seek to consider all facets of the issue in a somewhat balanced manner, but the Subcommittee should be guided and encouraged to eliminate or at least place severe restrictions on the operation of unhosted short-term rentals in all residential zones rather than be allowed to conclude that a softer stance has more merit.

Below is a list of talking points that I, and many residents of areas adversely affected by short-term rental operations, believe to be essential elements of a responsible short-term rental ordinance.

1. Unlimited Short-Term Rentals/Stays are not in keeping with the desired intent or character under City of Santa Rosa Residential Land Use Zoning or the General Plan.
2. Residential Zoning is intended for long-term occupation by families, not for short-term occupation by rotating groups of persons.
3. Short-term, rotating occupancies are a use that is similar to that of a hotel or time share property and should not be permitted in Residential Zones.
4. Operation of homes by private owners or corporations for the express purpose of a short-term occupancy is disruptive to residents, increases life safety risks and increases the burden on City infrastructure and water resources.
5. Purchase and/or operation of homes by private owners or corporations for the express purpose of renting them for short-term occupancies is removing housing stock for residents from the market. This practice also artificially inflates the sale price of homes, which indirectly further exacerbates a reduction in available housing stock for residents.
6. If Short-Term Rentals/Stays of any kind are to be permitted in Residential Zones, they need to be of limited frequency at each property - not more than one stay of 30 days or fewer in any 30-day period.
7. An ordinance controlling Short-Term Rentals/Stays should include allowance for "Home Sharing" which is use of a portion of the home by others while the homeowner is present, or the exclusive use of the entire home by a single family other than the homeowner for not more than 6 times per calendar year.
8. Under no circumstances should corporately owned homes be allowed to operate as Short-Term Rental/Stay property. See Palm Springs, CA Ordinance No. 1918 for example restriction rules.
9. Include restrictions for corporate fractional home ownership (e.g., the Pacaso model) because they are just a slight variation on a time-share and have nearly

all the same potential downsides as Short-Term Rentals.

Thank you for your service and work on this issue.

David Long

**From:** [Nile Sprague](#)  
**To:** [Economic Development](#)  
**Cc:** [Sonoma County Coalition of Hosts](#)  
**Subject:** [EXTERNAL] Re: Santa Rosa Short-term Rental Ordinance  
**Date:** Monday, August 9, 2021 1:11:45 PM

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I would like to add my positions on a few additional items not included in my previous email:

1. Business License Permit
  1. Position: Needs more study
2. Prohibit in Certain Zoning Districts and Housing Types
  1. Position: Oppose
  2. Explanation: My home/rental is in a historic district. I would be opposed to having a prohibition of vacation/short term rentals in historic districts, as it would prohibit me from continuing.
3. Limit Number of Rental Nights Allowed per Year
  1. Position: Oppose
  2. Explanation: The number of days per year fluctuates depending on how much I'm out of town or traveling. I would be opposed to any limitation of how many days I'm able to rent out my home while away.
4. Notice to Adjacent Property Owners
  1. Position: Oppose for existing rentals, support for new rentals
  2. I have already been renting my home as a vacation rental for several years, and my neighbors are well aware of the situation. Requiring existing home owners such as myself to notify neighbors at this stage would be redundant and a waste of time.

Thank you,  
Nile Sprague

photo 	<b>Nile Sprague</b> Web ~ Photo ~ Video m: [REDACTED]   e: [REDACTED]   w: <a href="http://nilestyle.com">http://nilestyle.com</a>  <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
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On Mon, Aug 9, 2021 at 1:04 PM Nile Sprague <[nilesprague@gmail.com](mailto:nilesprague@gmail.com)> wrote:

Hello,

I'm writing with feedback in regard to the proposed Santa Rosa Short-term Rental Ordinance. I am a homeowner in Santa Rosa and I live in my home, but also rent it out short term on an occasional basis when I am out of town. The income from this short term rental significantly augments my livelihood, substantially helping with my mortgage payment, bills and upkeep of my home, and I pay a significant amount of TOT to Santa Rosa.

Please see my positions below on the proposed Policy Considerations. Most of my positions are inline with the Sonoma County Coalition of Hosts:

**Limit, Prohibit, or Require Temporary Use Permit for Events**



**Position: Needs more study**

**Limit Day Guest Occupancy, and Number of Vehicles**

**Position: Needs more study**

**Initial and Annual Safety Inspections and Annual Review and Renewal**

**Position: Support initial inspection by a contractor but oppose annual inspections or reviews for renewal**

**Escalating Fine Structure for Violations**

**Position: Needs more study**

**Require Landline Phone Service**

Instead of a landline, we recommend a NOAA radio in every shared home. Emergency information can be received via satellite, and it reverts to battery power during electrical failure.

**Position: Oppose**

**Extend Quiet Hours to Between 9 p.m. and 8 a.m.**

We suggest keeping in line with the County's quiet hours from 10 p.m. and 7 a.m.

**Position: Oppose**

**Require Screening of Outdoor Activity Areas**

Why — What are guests doing that neighbors aren't?

**Positon: Oppose**

**Distinguish between Hosted and Non-Hosted Short-Term Rentals**

Vacation Rental owners and hosts come in many configurations, but one thing is for sure: nearly all owners have only one home and they work hard to keep it and share it with others.

For retirees, pensions are becoming a thing of the past and owning a vacation rental home is not only a way to make ends meet, it's a retirement nest egg.

Hosted rentals allow anyone to use a portion of their home, for additional, flexible income. This extra income helps people make ends meet or meet their goals.

Allow hosted rentals the option to purpose multiple rooms short-term, so affordable accommodations can be available to singles, couples, and low or moderate income visitors.

**Positon: Endorse**

**Require Business Tax Certificate Long Term**

**WE STRONGLY OPPOSE THIS POLICY PROPOSAL**

The coalition recommends that the county's Transient Occupancy Tax ordinance and scheme are sufficient and the only taxation necessary.

**Position: Strongly Oppose**

**Allow Short-Term Accessory Dwelling Unit**

Accessory Dwelling Units that are offered short term would allow affordable accommodations to lower and middle income individuals and families, as they are often less expensive than equivalent lodging in a hotel.

- Short-term rental use of ADU/JADU units offer property owners much more flexibility in how their property is being used.
- Units can be used by adult children or other family members who have short-term need of housing (school breaks, job change, visiting family).
- Units can easily be converted to full-time rentals or any other use, as the owner sees fit depending on family needs.

**Position: Endorse**

### **Urgency Ordinance**

#### **WE STRONGLY OPPOSE THIS POLICY PROPOSAL**

Government Code Section 36937(b) allows an ordinance to take effect immediately, if it is an ordinance for the immediate preservation of public peace, health or safety and it contains a declaration of the facts constituting the urgency.

Section 8 of the Santa Rosa City Charter authorizes the City Council to adopt an urgency measure to take effect immediately upon its adoption if necessary to preserve the public peace, health or safety if such ordinance contains the reasons for its urgency.

The majority of vacation rental owners in Santa Rosa have one short-term rental. For many, this earns them needed income. For retirees, pensions are becoming a thing of the past, owning a vacation rental is not only a way to make ends meet, it's their retirement nest egg. Enacting an urgency ordinance on vacation rentals negatively affects average folks. In their time of need. Will a permit even be available for them? One never knows when some unexpected event in their life (i.e. loss of a job, care of a loved one, divorce or death of a spouse) and they find themselves needing to earn extra income—offering a home short-term could be the only way to make ends meet.

The city should ask their 197 registered short-term rental owners when they send out their annual TOT remittance forms if they have a hosted or vacation rental.

**THERE IS NO URGENCY:** If Host Compliance figures are taken at face value, the number of unhosted whole homes amount to 0.4% of available housing units, which means 99.6% of the housing unit in Santa Rosa are long-term.

**Position: Strongly Oppose**

Thank you for your consideration,  
Nile Sprague



**Nile Sprague**

Web ~ Photo ~ Video

m [redacted] | e [redacted] |  
w:<http://nilestyle.com>



**From:** [Vicki Ono](#)  
**To:** [Economic Development](#)  
**Subject:** [EXTERNAL] Public Comment Re: STR  
**Date:** Monday, August 9, 2021 4:20:11 PM

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To: Members of the Economic Development Subcommittee, Council Members Sawyer, Alvarez, and Fleming

We are writing because of concern regarding the non-hosted/whole house short term rental (STR) at [REDACTED].

Advertised as an STR “Wine Country Estate”, it is more a party house, hosting large raucous gatherings nearly every weekend. This “event” house sits in the middle of a quiet, family neighborhood. The streets are narrow with limited parking. It is at the edge of a forest with large mature fir and oak trees. Yet the “events” often result in streets crowded with vehicles, open fires in a fire pit, and bright lights flooding the area through the night. Unfortunately, the police have been called on many occasions because of the noise and other concerns, and numerous complaints have been made to the City. When complaints have been made to the owner, they have been met with derision, threats of legal action, and empty promises.

This party house and the surrounding area is in a high fire danger zone. Those of us who live here are constantly mindful of the weather conditions, risks of wildfire, drought conditions, and possible need for evacuation in the event of a fire. It is doubtful that party-goers would be aware of such concerns.

Nothing will change unless and until the City adopts an enforceable Urgency Ordinance to restrict STRs “for immediate preservation of public peace, health or safety”.

Respectfully,  
Thomas English and Vicki Ono  
[REDACTED]

**Cleary, Eileen**

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**From:** Linda Juster [REDACTED]  
**Sent:** Monday, August 9, 2021 4:47 PM  
**To:** Economic Development  
**Cc:** lmjuster@gmail.com; rjuster@gmail.com  
**Subject:** [EXTERNAL] Re: Short-term rental ordinance agenda  
**Attachments:** STR Proposal.pages

Please see the attached document for your consideration in the discussion of this ordinance.

Thank you,

Linda and Richard Juster



**From:** [rick](#)  
**To:** [Economic Development](#); [Meads, Shari](#); [Fleming, Victoria](#)  
**Subject:** [EXTERNAL] Comment regarding short term rentals  
**Date:** Monday, August 9, 2021 2:45:55 PM  
**Attachments:** [00F4E6716E514E97BB04ACE06E2780AD.png](#)  
[119905FC480A4AD088D68E1555259DEB.png](#)

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Dear Council Members Fleming, Sawyer and Alvarez,

Sharon and I live in Santa Rosa's 4<sup>th</sup> Council District, directly across the street from [REDACTED]. In August of last year, this house became a short term vacation rental listed on Airbnb as having 9 bedrooms and accommodating 18 people. It has been regularly occupied by large parties of "guests" whose stays have generally been less than one week. It is one of three homes within our neighborhood owned by the same out-of-town corporation.

Since last August, we and our neighbors have experienced most of the negative aspects of short term rentals. We have endured loud parties, conversation and music lasting until 1, 2 and 3 am, and later. We have been subject to mounds of unsightly, unsanitary, rat infested trash heaps lasting from Sunday until the following Friday when Recology picks up. We have nearly collided with cars driven by "guests", workers and delivery services proceeding the wrong way up our one way street. In short, the character of our neighborhood has been changed for the worse and our quality of life has deteriorated due to this nuisance across the street.

More specifically, we and our neighbors have placed nine calls for service to the police over the past year. These requests for service have been registered as late as four in the morning. We have reported several code violations to the City during this period. We have called the host numerous times advising of excessive noise after 10 PM. And yet, we still experience the same issues.

As you consider an ordinance to address short term "vacation" rentals, we implore you to consider the impact of these rentals on our residential neighborhoods and on the supply of housing available for our permanent residents. The County of Sonoma has placed a moratorium on new "vacation" rentals and has recently began the process of developing a long term solution to the detrimental effects of these rentals. The most current information on their progress can be found at <https://sonoma-county.legistar.com/LegislationDetail.aspx?ID=5028766&GUID=8D2A9DC4-B392-47B9-9404-6D8B696CB155>. Cloverdale and Healdsburg allow these short term rentals only in commercially zoned districts. Rohnert Park only allows hosted rentals. The City of Sonoma effectively bans them as does the entire County of Napa. Santa Rosa is one of the few cities in Sonoma County that has not regulated these rentals in some fashion.

The City of Santa Rosa recognizes the need to protect our residential neighborhoods by stating in the Zoning code (Chapter 20-22.020B) "R-1 (Single-Family Residential) district. The R-1 zoning district is applied to areas of the City intended to be maintained as residential neighborhoods...". That zoning code further limits motels and hotels to commercially zoned districts. These large residential homes rented as short term "vacation" rentals have effectively become de facto motels without even a desk clerk to respond to any issues that may arise. They should not be permitted in residential areas.

Over this past weekend, the city of Sunnyvale experienced a shooting at a party attended by over 200 people hosted at a short term vacation property, reportedly an Airbnb rental. Closer to home, in September of last year there were shots fired at a house party in El Verano hosted at reportedly a VRBO short term listing. The large residential property at [REDACTED], and others like it, are ideally suited for hosting these large parties. They greatly appeal to "guests" intent on partying. We in the neighborhood are extremely concerned that similar incidents are likely to occur at one of these



rentals. This is an additional reason that they should not be permitted.

For all of the reasons cited, we urge you to eliminate these nuisance properties from our residential neighborhoods by prohibiting short term "vacation" rentals in residentially zoned areas of the city.

Thank you for doing the right thing for all of Santa Rosa, Rick and Sharon Abbott

Appendix: We have appended photos of a typical trash heap after a weekend gathering and the driveway filled with 15 plus cars for a "corporate training session" that was held at [REDACTED].



Sent from [Mail](#) for Windows 10

City of Santa Rosa Short Term Rental/Stay Ordinance  
Development Issues for Consideration  
August 10, 2021

Thank you for addressing the alarming rise of short term rental properties in Santa Rosa. We were disappointed to learn that neighboring communities have already passed ordinances to regulate this practice; Santa Rosa is behind the curve.

In addition to licensing and collecting fees/taxes, we ask that the City's short-term rental ordinance include restrictions and requirements on where, how and if these properties should be permitted to operate in the City's residentially zoned areas. The City's priority should be to protect the interests of its full-time residential homeowners over the financial gain of short term rental operators whose primary concern is financial gain, without regard to their impact on the safety, well-being, quality of life and property values of those who are long term, full-time residents.

Specifically:

1. A residentially zoned area is intended for long-term, family occupation. The increase in the number of homes in residential neighborhoods being purchased by individuals and corporations for the sole purpose of operating short term rentals (i.e., acting as a hotel) must be curtailed. This practice must be prohibited henceforth, and properties already in existence must be identified and regulated.
2. Outdoor amplified sound should be prohibited in a short-term rental, regardless of time of day.
3. Only primary residences may be used as short term rentals and owners must verify they reside at the property at least 265 days a year. If the homeowner is not present (i.e., an un-hosted rental), the property may not be rented more than 100 days per calendar year.
4. Special events such as weddings and corporate gatherings should be prohibited in residential short term rentals. These large events belong in commercially licensed venues.
5. Consideration should be given to a requirement that short term rentals provide off street parking or limit the number of cars that are permitted to park on the street.

Linda and Richard Juster  


## Cleary, Eileen

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**From:** Amrit Kaur <akaur2010@gmail.com>  
**Sent:** Monday, August 9, 2021 6:32 PM  
**To:** Economic Development  
**Subject:** [EXTERNAL] Response regarding Santa Rosa Short Term Rental Ordinance

Hi,

I'm reaching out to voice our opinion on the critical importance of short term rentals in Santa Rosa's economy. They not only provide families/travelers with an affordable way to visit Santa Rosa boosting its tourism economy but they also provide homeowners & retirees with an opportunity to rely on their short term rental income to live. As several families face loss of income amidst a time when the cost of living has gone up along with medical costs, allowing one to exercise their right to use their property as a source of income is mutually beneficial for both the homeowner and the city.

I'd like to reiterate that us hosts are deeply invested in our communities. We are responsible short term rental owners who spend time and effort making sure our rentals aren't becoming a nuisance in our neighborhoods. We are against restricting the number of homes one can manage/own & the number of nights that homes can be rented for. We're also against strict occupancy limits as they do not directly deal with the underlying issues - a small group can be a loud nuisance whereas a large group can be quietly having a family reunion. As long as guests follow quiet hours and parking restrictions and do not create a nuisance in the neighborhood, we should have the liberty to use our property in a responsible manner as we see fit. I invite you to work together with us hosts to create balanced, sustainable regulations that help us deal with troublesome properties while keeping the opportunity of short term rental income open to Santa Rosa families without restricting the number of homes/nights/occupancy. Thank you for your consideration!

Warm Regards,  
Amrit  
415-347-1992  
[akaur2010@gmail.com](mailto:akaur2010@gmail.com)

## Cleary, Eileen

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**From:** Yahoo <kelleyfarris@rocketmail.com>  
**Sent:** Monday, August 9, 2021 6:37 PM  
**To:** Economic Development  
**Subject:** [EXTERNAL] Comments to be added to short term rental committee

Thank you for establishing this committee to address the infiltration of short term rentals into our neighborhoods. The first concern I have is how these STR are ruining our neighborhood feel. We have a hotel on our street with new people every day. Late night noise concerns that can't be acted on by our police because they're already over utilized with calls.

Then there's addressing our affordable housing crisis. Landlords are discontinuing their rental properties to longer term renters and replacing them with short term rentals because they are making triple the profit which is the case for my neighborhood. Less and less rental properties will be available to families who want to be here long term. Short term visitors don't have the same regard for our community.

The other concerns are regarding emergency ordinances such as Covid, fires, and water shortage. How is the city making it safe for travelers to be in our neighborhoods, sometimes new people daily during a pandemic? A 3 bedroom house with 8 overnight guests are not concerned with water usage because they're paying to be there and it's not their community. Or that evacuations are to happen as zoned incase of fire when visitors are unfamiliar with the area.

The best outcome would be no short term rentals allowed. Knowing that won't happen I hope that the city creates a profitable fee structure to regulate these rentals, a real outlet for complaints from these STR. This is a VERY profitable business. Things to consider being, 1) an option for streets to opt out of allowing them altogether or an appeal option (as written in the county property rules) 2)only allowing one every so many streets. 3)Making parking rules so that only so many cars can occupy the street. 4) I really like many of the county rules on their site. Including not allowing rebuilds in fire zones. I feel this city dropped the ball on that especially. With homes being rebuilt and sold at such high prices there was no protection from buyers looking to make the profit necessary from a STR to afford a home here. It's disheartening and no longer a neighborhood feel. I don't see how the city could mandate new rebuilds with ADUs to have a affordable housing understanding attached to home deeds and allow hundreds of STR to go unscathed without addressing the loss of these affordable rental homes.

Our quiet street is now seeing new occupants daily, cleaning people daily, Ubers, door dash, taxis, and it feels more like a town center than a neighborhood. We lost a neighbor with a family for what feels like a hotel 2 houses down. They don't belong in our neighborhoods. Please help give us a voice. We don't want them here.

Kelley Tobin

Sent from my iPhone

**From:** [Eric Fraser](#)  
**To:** [CA Office](#); [\\_CityCouncilListPublic](#); [Short Term Rentals](#)  
**Subject:** [EXTERNAL] Fwd: Vacation and Short Term Rentals (STRs)  
**Date:** Tuesday, August 10, 2021 11:41:36 AM

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We noted with great interest how people who provided written testimony were also allowed to make public comments. We made public comments, and I also am passing along written information for your review and action.

Thanks!

Eric Fraser  
Truth in Tourism  
707.479-8247

----- Forwarded message -----

**From:** **Eric Fraser** <[truthintourism@gmail.com](mailto:truthintourism@gmail.com)>  
**Date:** Tue, Aug 10, 2021 at 8:37 AM  
**Subject:** Vacation and Short Term Rentals (STRs)  
**To:** <[rick.green@pressdemocrat.com](mailto:rick.green@pressdemocrat.com)>

Hello Mr. Green;

We've noticed your calls to action for people to come forward with story ideas and other information that may help Sonoma Media Investments become more factual and supportive of their community.

On the issue of STRs, SMI has published numerous articles that do not withstand factual verification. This has happened most recently with reports about STRs in the unincorporated county, Theodor Lane, and purported negative impacts at STRs. We anticipate the SMI will be publishing more disinformation and propaganda regarding STRs in Santa Rosa. These other stories may have been published before you were hired, so we will give you the benefit of the doubt. Maybe you will help change the PD from being an outlet of propaganda and instead do some actual verification of facts.

We are not sure why SMI purposely deviates so far from a truthful presentation, but it might have something to do with their membership in the Metro Chamber, their financial support for a another politically active group called Generation Housing, or perhaps SMI's and SMI's owners investments in commercial lodging properties (hotels, motels).

You may want to study the information provided below, as it will give your reporters leads to our CPRA requests.

I've pasted below our posting made this morning to Nextdoor. Of course feel free to contact me by email or cell (707.479-8247). You don't need to go through the Nextdoor app (LOL)!

We are looking forward to discussing this further with you, and we look to the future to

see if SMI has the integrity to report honestly.

Thanks for reading!

Eric Fraser  
Truth in Tourism (ad hoc)  
707.479-8247

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The Santa Rosa Economic Sub-Committee will vote on further action related to short-term rentals and vacation rentals which may affect short-term emergency housing, short-term business housing (including first responders and essential workers), and long-term housing for less than a full year. The meeting is virtual at 10 am today, Tuesday August 10.

This includes an ask by the Planning Economic Development (PED) department of the city for an urgency ordinance. The urgency ordinance was just announced 8/5/21 by way of staff report and not properly noticed on the agenda.

**The meeting is virtual at 10 am today, Tuesday August 10.**

Agenda and attachments: Go to <https://santa-rosa.legistar.com/Calendar.aspx> and look for "Economic Subcommittee for 8/10 at 10 am" and find the link to the agenda. From there you will also learn how to access and participate in the meeting. The zoom link provided by the City five days ago is <https://srcity-org.zoom.us/j/98914438391>

If interested in this issue, as well as associated issues of honesty and transparency when making policy, local economic development, healthy and cared-for neighborhoods, emergency preparation and evacuations, civic engagement, quality-of-life complaint resolution (noise, parking, garbage cans, bright lights) then this meeting might be of interest to you.

We are Truth in Tourism, an ad-hoc group of hosts, guests, neighbors, academics, subject-matter experts, and other people interested in understanding short-term rentals and housing issues. Our desire is to keep the policy discussions factual, with verifiable and accessible information. Our opinions have been formed by responses provided from our California Public Records Act requests over the past few years, information from the county and other jurisdictions, including from throughout the region, state, and country.

In our opinion, the information created by city staff supporting this agenda item is deeply flawed and will not pass verification. It's likely not factual. Our data suggests they have over-estimated the number of STRs currently operating, STR's negative impacts, the "lost" BIA and TOT revenues. They have neglected best practices when it comes to collecting TOT/BIA. They are not fully disclosing how the revenue is spent.

Of special concern is the BIA tax charged to guests. Our researchers have many outstanding questions about their economic impact statements for events like Ironman, how BIA money is disbursed and political influence. The Metro Chamber even claims roughly *10 times* the number of visitors to the Visitor's Center in Railroad Square than what is actual verifiable, pre-Covid of course. We've asked for a financial audit from the Metro Chamber (contractor of the BIA), and the city's Planning and Economic Development (PED) as we are concerned about "merchandise sales" and the cost of inventory of "Out There" gear, sales tax collection and remittance (they couldn't provide a



license), as well as sales tax collection at the Ironman events, but have not received that information yet (it's been a couple years). The deeper we dig, the more information we find that should be easily verifiable but is not.

We've asked the city to provide information to verify staff's claims for the 8/10 meeting. I've provided a list of our latest requests (that mostly follow the staff's presentation) below so you can follow specific topics. The city uses a company called NextRequest, and it is an effective way to request information and to share it with the community as well as search prior requests. You can go to <https://cityofsantarosaca.nextrequest.com/requests> to follow our requests, search for other information, or make your own requests.

Added to the agenda late on Monday 8/9 are 17 separate communications representing about 24 people. If there were hundreds of problematic STRs, it seems like participation would be more robust. Just the same, we are appreciative of the participation – “Everybody's entitled to their own opinion, but not their own facts”. Many are supportive of using and verifying facts when understanding the complex issues and opportunities of STRs.

If we were to recommend Urgency Ordinances, we would start with these two:

**1) Information provided by staff or elected officials must be accurate and verifiable, and subject to the penalty of perjury if found to be intentionally untruthful.**

**2) NOISE: the city shall immediately clarify and enforce a noise ordinance at all property types, from all sources.** STRs are way down on the list of sources of noise complaints.

Fireworks, Leaf blowers, parties/special events at resident's homes, amplified music from residences and businesses (not STRs), loud exhaust, “sideshows”, contractor noise (the city is one of the worst offenders) all produce more complaints than STRs is our working hypothesis.

It appears that Linda and Richard J, Rick and Sharon A, Vickie O and Thomas E, David L, and Dave J, Anne F, along with Rick M and his spouse are being victimized not by the STRs in their Montecito Heights neighborhood but by the city, because there are existing laws that should address their complaints concerning noise, garbage, other code violations, along with parking. The City is being deceptive if they claim there are no laws to enforce standards for these issues, as records will show enforcement of these complaints in other situations, other locations. It appears they are trying to precipitate a crisis to regulate against STRs, and they are being victimized by the city's (in)actions. Please save any photos or correspondence regarding these purported violations as our researchers may like access to this information in the future.

Did you know Santa Rosa has the largest number of 4 and 5+ bedroom housing units in the county? Just a little over 15.5% of Santa Rosa housing units (~ 10,400+ out of a total ~ 67,000 units) compared to the unincorporated county's approximately 13% (~ 9,000 out of a total ~68,000) are 4 and 5+ bedroom houses. This research was published right after the Tubbs fire to examine the number of bedrooms available for evacuees and fire victims, so the Roseland was a separate data record since this was pre-annexation. Adding Roseland's housing units doesn't move the needle on Santa Rosa overall waste of built bedrooms, as only ~ 125 of the Roseland's ~ 1,800 housing units are 4 and 5+ bedrooms (7%). (Source: US Census)

Because of an aging population in the city, many bedrooms are sitting unused. It's amazing how many homes with 4 and 5+ bedrooms have only 1 or 2 people in the entire home. Over 20% of bedrooms in built housing are not occupied each night in the city – over 36,000 empty bedrooms! Some of these bedrooms are in houses that are considered “vacant” by the US Census because they

are second homes, vacation homes, and recreational homes.

Here are some other issues raised in the written testimony to date:

“Investor-owned housing” - Linda and Richard J, Rick and Sharon A, David L, Bernadette B, and Ian A expressed a belief that “investors” owned multiple STRS (what the city calls “venture capital” ownership), but we have little evidence of that, and it appears that people are confusing ownership with management, as there are a handful of professional management companies who specialize in STRs.

“Competition with scarce rental housing” and “STRs increase house prices” – a couple of comments from the public (but a huge theme of the city’s report) is the claim that STRs take rental housing or drive up the cost of houses. We see no evidence of that on a statistically valid level. Perhaps the city will share the source information that pointed to that conclusion. When we look at other jurisdictions, we see that STRs regulations increase the number of unused bedrooms and empty houses (Healdsburg and Sonoma for example).

“Concerns about emergency evacuations” – the staff report made no mention about the procedures in place by Airbnb, VRBO and other on-line platforms alongside qualified management to cancel reservations when warnings are issued. Equally important are the bedrooms provided by STRs during an emergency or PSPS. The city does not want you to remember the essential role STRs played in housing victims and first responders, and how many STRs pivoted to providing longer term housing for those who lost theirs. The city also collected TOT and BIA from their fellow city and county residents forced to evacuate from the numerous disasters impacting us.

“Covid concerns” – one participant Anne F claims that the city did not enforce Covid restrictions at STRs. We find that the city and county did enforce Covid restrictions at businesses and homes in Santa Rosa. In fact, their enforcement led to several highly publicized permanent business failures. We note that Anne F’s multiple complaints to law enforcement about this issue did not create an enforcement action because there were probably no grounds for a citation.

“Registration” – there is a lot of confusion over what it means to be “registered”. The city refers to “registered STRs” because we do have a registration system in place. STR owners are required to submit BIA/TOT taxes and when they “register” with the city they receive a unique account number. Because BIA/TOT is required, Airbnb, VRBO, and other platforms collect the taxes from guests. Best practice has those platforms remitting these tax receipts directly to the government, but the city refuses to complete the agreements necessary for the platforms to do so.

“Quality of life complaints” – as noted earlier, several people complained about noise, garbage, parking, traffic, bright lights, and other quality of life complaints. We pointed out that the city already has laws in place to deal with the serious violations, with apparently no will to enforce the law and instead letting a very small number of STRs “abuse” their neighbors. This may be true in some specific instances, however our data points out that quality of life complaints between neighbors are much more frequent between residents. Complaint resolution and ordinances should treat everybody the same. Compulsory mediation for properties with multiple complaints, as well as for people who constantly make complaints has reduced complaints significantly in jurisdictions who have this procedure in place.

Many of the public comments point to the value that STRs bring to the community and local non-profits, to employees and contractors, and most of all to the guests who may be looking for a place for their family to enjoy, are engaged in business, are friends/family of city and county residents, are an important neighborhood resource, and so on. Note that sometimes STRs are used for



“vacations” or “tourists” but frequently are used for other legitimate and community-building purposes.

This discussion is to be continued. If you have any information you would like to share directly, feel free to reach out to Truth in Tourism through a personal Nextdoor message. Thanks for reading.

Looking forward to being of service, Eric Fraser.

Here are the information requests through NextRequest:

<b>Topic</b>	<b>CPRA Ask</b>	<b>Next Request File</b>
Ordinance establishing short term guest	1) ordinances defining a short-term tenancy. 2) violations of that ordinances from the past 5 years.	21-927
Ordinance that establishes lodging types	1) ordinances that define the various types of lodgings available for short-term stays. 2) List of all lodging types active over the past 5 years identified by last TOT payment remitted.	21-928
"Registered" Short-Term Rentals	1) Source for the information. 2) address and APN for all lodging properties, including STRs. 3) First date TOT/BIA return filed. 4) Last date TOT/BIA filed. 5) Contact name, phone. 6) "registration" number, 7) % occupancy per unit per year over the past 5 years.	21-929
Revenue (TOT/BIA) from STRs	1) Source for the information. 2) quarterly TOT/BIA revenue figures for 2015-present. 3) number of properties by type paying TOT/BIA per quarter.	21-930
Revenue (TOT/BIA) from STRs; automated collection thereof	Copies of cooperative agreements to help collect TOT/BIA through the booking process or other administrative process for 1) AirBNB, 2) VRBO, 3) other on-line booking platforms. 4) correspondence including letters, emails, as well as notes of phone conversations regarding cooperative agreements. 5) written processes, procedures, guidance, memorandum, and the like regarding the collection of TOT/BIA	21-931

BIA Governance	1) reports for the past 5 years showing audited financial statements for all aspects of BIA spending. 2) Notes, correspondence and reports about the formation of the BIA since its inception. 3) Notes, correspondence and reports about establishing a BIA on residential units since its inception. 4) Notes, correspondence, reports concerning changes to the BIA since its inception. 5) Policies, procedures, correspondence regarding recruiting and appointing board members to the BIA since its inception.	21-932
TOT Financial Impact	1) reports and statements showing how TOT revenue has been spent over the past 5 years.	21-933
STR "web scrape"	1) contracts and reports from organizations providing "web scrape" service over the past 5 years. 2) Exact details about the reported "358 Unique Short-term Rentals" including a) when first detected by the web scrape, b) the type of unit (# of bedrooms), c) the precise location by address and APN, d) the occupancy rate, e) the source of the information specifically. 3) how the "occupancy rate" was determined for the Hartman report.	21-934
Regarding "161 Unregistered Short-Term Rentals"	Hartman claims that "161 Unregistered Short-term Rentals" have a "\$225 Median Nightly Rate", and a "76% Average Occupancy Rate (277 nights per year)". 1) the report that supports that information, including # of bedrooms. Hartman claims that "Gross TOT Revenue Recovery ~ \$900,000 and BIA Recovery ~ \$300,000". 2) the report that supports that information.	21-935
"Renter Displacement"	1) Reports, correspondence supporting the claim of renter displacement caused by STRs	21-936
	1) Written definition of "Super Host" and "Venture Capital Ownership". 2) Number of current Airbnb "Superhosts" (quite different than what Hartman is alluding to	

"Super Hosts and Venture Capital Ownership"	with "Super Host") within the 193 "registered" STRs. 3) Number of "Venture Capital" owners within the 193 "registered" STRs. 4) Reports, analysis, correspondence supporting an archetype of ownership called "Venture Capital Ownership"	21-937
"Decrease Available Housing Stock"	1) Reports, analysis, correspondence, notes supporting the premise of "Decrease Available Housing Stock" 2) Reports showing the extent of housing stock in the City including a) number of units, b) number of bedrooms, c) number of vacant units (as determined by US Census), d) number of unoccupied bedrooms each night over the past 5 years.	21-938
"Overconcentration and Commercialization of Residential Neighborhoods"	1) Definitions for a) "Overconcentration" and b) "Commercialization". 2) Reports supporting the author's claim specific to SR.	21-939
"Uneven Playing Field Between Other Lodging Providers and Short-Term Rental Owners"	1) Reports or other writings supporting the author's opinion. 2) correspondence about this issue over the past 5 years.	21-940
"Tension Between Short-Term Rental Owners and Neighbors"	1) Definition of "tension". 2) Reports and correspondence detailing said "tension" over the past 5 years. 3) Reports, correspondence, and other writings about attempts to dissipate said "tension"	21-941
"Noise, Trash, and Exterior Lighting"	1) reports and correspondence about "noise, trash, and exterior lighting" lodged against "registered" STRs over the past 5 years. 2) reports and correspondence about "noise, trash, and exterior lighting" lodged against all property owners over the past 5 years. 3) Policy, reports, correspondence regarding abatement procedures for "noise, Trash, and Exterior Lighting" from Police, Code Enforcement, and Fire.	21-942
"Parking"	1) reports and correspondence about "parking" lodged against "registered" STRs over the past 5 years. 2) reports and correspondence about "parking" lodged against all property owners over the past 5 years. 3) Policy, reports, correspondence	21-943

	regarding abatement procedures for "parking" from Police, Code Enforcement, and Fire.	
"Events and Party Houses"	1) definition of "party house", 2) number of Party Houses that are "registered" STRs over the past 5 years, 3) number of "party houses" that are not STRs over the past 5 years. 4) Reports, procedures, ordinances regarding "events". 5) reports showing economic impacts provided by STRs during City-approved (and or funded) events over the past 5 years.	21-944
"Potentially Difficult to Contact Transient Renters"	1) Definition of "Transient Renter" 2) Reports or correspondence that supports the author's claim that STRs make it "potentially difficult to contact transient renters". 2) Reports showing any situations where law enforcement, fire, or emergency services had difficulty contacting transient renters over the past 5 years.	21-945
"Evacuation Impacts"	1) Reports showing any situations where law enforcement, fire, or emergency services had "evacuation impacts" caused by STRs over the past 5 years.	21-946
"Open and Unattended Fires"	1) Reports showing any "open or unattended fires" at a) any STR and b) all property types, over the past 5 years.	21-947
"How Bad Can it Get?"	1) Reports and correspondence supporting "during June and July more than 30 complaints were received from 14 neighbors of one short-term rental". 2) Reports showing whether any of the "30 complaints received for June or July" were duplicitous, vexatious, or unfounded. 3) Reports and correspondence about complaints received about STRs over the past 5 years, including the number of duplicate, vexatious, or unfounded complaints. 4) Reports and correspondence about complaints for all properties received over that past 5 years including the number of duplicate, vexatious, or unfounded complaints.	21-948

Temporary Use Permit	1) Number of Temporary Use Permits issued for events at all property types in the past 5 years.	21-949
Extend Quiet Hours to Between 9 pm and 8 am	1) Ordinances that define a) levels of noise, b) types of noise by source, c) exclusions and exceptions, d) penalties, and e) appeal process. 2) Number of a) noise complaints filed, b) vexatious, duplicative, or otherwise unfounded 3) resolution notes for each complaint over the past 5 years.	21-950
"Limit Outdoor Fires"	1) Reports of fires started by fire pits, BBQs, and other outdoor fires for all residential properties over the past 5 years.	21-947
"Look to Existing Regulations ... as Guides"	1) Reports and other materials received about other jurisdictions' STR regulations.	21-951
Economic Analysis of STRs	1) Reports regarding the economic impacts (positive and negative) for STRs in Santa Rosa.	21-952
Politically Active Organizations	1) contracts, receipts, emails, letters regarding an organization called "Generation Housing" and the City 's role as "Catalyzing Member" (see attached) 2) contracts, receipts, emails, letters regarding the "Santa Rosa Metro Chamber" and STRs (e.g. vacation rentals)	21-953
Emergency Response	1) Reports discussing the role of STRs in housing victims, evacuees, first responders during any of the states of emergency in the past 5 years. 2) Correspondence including letters, emails, phone call notes from Airbnb and/or VRBO regarding housing victims, evacuees, first responders, essential workers during any of the states of emergency in the past 5 years.	21-946

Source Document Reference: Short Term "Vacation" Rentals, August 10, 2021, Hartman et al.

cc: Attorney's file

**From:** [pedfam05@sbcglobal.net](mailto:pedfam05@sbcglobal.net)  
**To:** [Meads, Shari](#)  
**Cc:** [Hartman, Clare](#); [De La Rosa, Raissa](#)  
**Subject:** [EXTERNAL] STR Meeting  
**Date:** Tuesday, August 10, 2021 12:36:35 PM

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Good afternoon Shari:

Thank you for the excellent and comprehensive presentation at this morning's meeting. Mary Kay and I greatly appreciate the work you are doing to address our concerns regarding the issue of STRs in our city. We also appreciate the support of Clare Hartman and Raissa de la Rosa to move this forward expeditiously. You are all serving our city well.

We are hopeful that the policy developed will include the prohibitions of STRs in single family residential zoning districts.

Thank you for your respect for our quality of life, safety, and financial interests.

Thank you,

Paul & Mary Kay Pedersen

## Fellenbaum, Jan

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**From:** Yahoo <kelleyfarris@rocketmail.com>  
**Sent:** Thursday, August 12, 2021 7:16 PM  
**To:** Short Term Rentals  
**Subject:** [EXTERNAL] Parking examples

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Here is an example of parking at the short term rental in our area. The garage is a living space so parking is not available there. This is a three bedroom house with more cars than there are rooms. I'm unsure if they're all overnight but we live on a small cul-de-sac. Please consider parking regulations.



Sent from my iPhone

**From:** [Lisa Kraus-Rayner](#)  
**To:** [Short Term Rentals](#)  
**Cc:** [Fleming, Victoria](#)  
**Subject:** [EXTERNAL] STR meeting comments  
**Date:** Wednesday, August 11, 2021 10:08:18 PM

---

Hello,

First, thanks for the time and effort put into yesterday's Short Term Rental discussion. I listened in on the entire meeting and was pleased to hear the situation is being taken seriously. I have just a couple comments and will try not to repeat what was already said by others although many of their concerns are mine as well.

After listening to yesterday's meeting I believe the question that needs to be asked is should businesses be allowed to operate in residential zones? This question needs to be answered prior to spending more time and resources on any ordinance. Is an ordinance needed to stay with the existing zoning? Short Term Rentals are business and if they will be allowed we are opening the door for other business to be allowed in residential zones as well. We did not carefully choose our homes in commercial zones. My husband and I specifically purchased our retirement home in a low density zone to have more privacy and we pay for it. Several people mentioned how the STR business is changing the quality of home life and I whole heartedly agree.

We heard arguments to the benefit of short term rentals and to all of them I say rent or sell your home on the long term and help the housing shortage while making an income. Full time residents have no recourse to deal with visitors and the short term rental owners are well aware of this.

We heard that a large portion of the STR owners don't pay fees and taxes they are required to pay. I can't imagine more revenue will be collected on STR properties than the city will spend on keeping the peace, setting up, enforcing and maintaining ordinances for this niche business to be allow in our neighborhoods.

To the gentleman who said we let deliveries in our neighborhoods like Amazon and DoorDash. Delivery services are not typically in our neighborhoods at our most vulnerable hours when we are asleep and STR increase deliveries as well.

Please help keep the peace in our neighborhoods its getting scary out there.

Thanks for your time,

Lisa (Neighbor to a VRBO on Quail Ct. that sleeps 16, allows 4 dogs & events)



**From:** [Joseph Zils](#)  
**To:** [Short Term Rentals](#)  
**Subject:** [EXTERNAL] Short Term Rental Ordinance  
**Date:** Saturday, August 14, 2021 2:52:42 PM

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I am a member of the Montecito Meadows Owners Association (HOA) Board of Directors. Several of our members living on Fir Park Way have raised concerns about a home located on Knob Hill that is being used as a short term rental. It is being advertised to accommodate up to 15 people. The owner of the house lives in Marin county. The groups renting the house have been very noisy, caused lots of parking problems and completely change the character of this single family residential neighborhood. I would like to encourage the City to adopt an appropriate ordinance similar to the ordinance adopted by the city of South Lake Tahoe, precluding rentals of less than 30 days in primarily single family residential neighborhoods.

Regards,

Joseph Zils



**From:** [Rhita Baldwin](#)  
**To:** [Short Term Rentals](#)  
**Cc:** [Hartman, Clare](#); [Meads, Shari](#)  
**Subject:** [EXTERNAL] short term rentals  
**Date:** Thursday, August 19, 2021 4:45:41 PM  
**Attachments:** [Curate logo sig.jpg](#)

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Good afternoon~

We were not able to attend the meeting on August 10th, however are very interested to be a part of the ongoing discussion. Obviously short term rental customers are good for our business - travel concierge. However, we agree that the neighbors need to be respected.

Not an easy solution, but we know it can be done and want to be a part of the greater good here in our community. Thank you very much for all you do! Let us know how we can help.

Your friend in the area~

Rhita L. Baldwin  
Founder/Curator  
Cell: 707.321.5558  
[www.CurateSonomaCounty.com](http://www.CurateSonomaCounty.com)  
***Visit like a local!***



## Fellenbaum, Jan

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**From:** Derek Kahn <sales@dctileandstone.com>  
**Sent:** Thursday, August 19, 2021 9:14 AM  
**To:** Short Term Rentals  
**Subject:** [EXTERNAL] Short Term Rental - Permit inquiry - 527 Mendocino Ave #F

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Hello,

My name is Derek Kahn and I own a mixed-use property downtown Santa rosa. I was wondering if I could obtain a permit to rent it out as a vacation rental / short term rental, and if so please let me know all the forms to fill out etc.

The property address is [REDACTED]

Thank you very much and I look forward to hearing from you soon!

Thank You,

Derek Kahn, CEO

**DC Tile & Stone**

License #934359

C: (415) 533-7700

Email: sales@dctileandstone.com

[www.dctileandstone.com](http://www.dctileandstone.com)

Deliveries/Slab Yard: 3546 Santa Rosa Ave, Suite D, Santa Rosa CA 95407

Mail Only: 2360 Mendocino Ave #A2367 Santa Rosa, CA 95403

Please click on the links to review us on [Yelp](#) and [Google](#)

**From:** [jfong1@comcast.net](mailto:jfong1@comcast.net)  
**To:** [Short Term Rentals](#)  
**Cc:** [David Huie](#); "[Virginia Huie](#)"  
**Subject:** [EXTERNAL] short term rental ordinance - comments  
**Date:** Friday, August 20, 2021 11:07:47 AM

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Good morning,

I understand you are working on a short term rental ordinance and are asking for community feedback. My brother and I purchased a property in the Bodega Harbor development about three years ago. We have enjoyed the beauty of the coast as well as a lovely architecturally unique home. My brother intends to retire there in the next few years but in the meantime we are renting the home when we are not using it ourselves. No doubt, it helps to pay the bills but it is not a business venture from which we make an enormous profit.

There have been incidents of noisy guests but few and far between (our neighbor is the past HOA president and he would let us know!) For the most part, it has been enjoyed by our guests who come from near and far. They have been extremely respectful of the property and the neighborhood.

There are very few hotels along the coast and it appears most visitors use vacation homes like ours to enjoy the beautiful coast, parks, restaurants, and shops. I do not know the specific numbers but short term rentals are the underpinning of a vibrant economy along the Sonoma Coast. Onerous rules will stifle this economy affecting not just property owners but small business owners as well. We have been following the issue of short term rentals in Sonoma County for the past two years. We hope the County considers all sides of this issue.

**From:** [Dan Gudino](#)  
**To:** [Short Term Rentals](#); [Economic Development](#); [Alvarez, Eddie](#); [Sawyer, John](#); [Tibbetts, Jack](#); [Fleming, Victoria](#); [Rogers, Chris](#); [Schwedhelm, Tom](#); [Rogers, Natalie](#); [De La Rosa, Raissa](#); [Hartman, Clare](#)  
**Subject:** [EXTERNAL] Urgency ordinance on short term rental  
**Date:** Thursday, August 19, 2021 11:16:20 PM

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Dear Short Term Rental body, Economic Development Subcommittee & Council members.

I write this email in regards to the Urgency ordinance on short term rentals approved as of two days ago.

I am a homeowner & short-term rental operator (STR) residing in Santa Rosa.

I have been doing this type of business for the past two and half years.

Let me first state that I fully support STR regulations so long as it is handled in a sensible & balanced manner so as to consider the interests of homeowners, STR operators, neighbors, SR citizens & city official duties.

I'm so thankful I came across this type of business as it has sparked my interest in entrepreneurship overall. I have heavily invested in my education and in my business. I have attended several multi-day training seminars in Las Vegas, Nashville, New Orleans & San Diego. I have accomplished a certificate for vacation rental manager by the National Vacation Rental Management Association (VRMA) as well as I have obtained my CA general contractor license.

Thanks to STRs, I am now able to help my family by providing some work. Currently, my family manages maintenance & cleaning on STRs. I also support the Santa Rosa tourism industry as I am registered with the city for TOT taxes, which I pay quarterly.

I heard the recording by the Economic Development Subcommittee on August 10th and I wish more time and input was given by STR operators. Vacation Homes have been around since pre-internet days and these are not hotels, but rather a different type of travel accommodation – vacation homes.

Based on the recording, it looks like we have a few bad STR operators who knowingly violate noise ordinance & are inconsiderate of neighbors. Unfortunately, these bad operators negatively mark great STR operators such as myself. In my 2 ½ years I have had no major complaints from neighbors.

During my professional Vacation Rental management training, I have learned techniques to deal with bad guests by adopting smart contracts, applying stiff penalties & embracing new technologies such as noise decibel meters which help preempt events & parties. I have also trained in establishing good neighbor relationships where an open dialog is kept to ensure everyone is happy. Personally, I go the extra mile (at my own expense) to erect taller fences & re-design landscaping to help mitigate any noise from my guests. I also emphasize house rules so neighbors are not disturbed specially during quiet ordinance hours. I take similar actions regarding trash & parking management.

In the hearing, a lot of the caller's complaints were in particular to an STR in Montecito. I sympathize with the callers as I do feel, if this vacation home was under my management no complaints would be heard. Perhaps, there would be a minor annoyance of guest vehicles driving on neighbors frequented streets. I do feel however, this annoyance is not worse than having a permanent neighbor with a loud motorcycle as in my neighbor's case. Occasionally, I get to hear this bike as my neighbor gets home. Again, a minor annoyance and I know a basic sense of tolerance is expected as no neighborhood is perfect.

The issue raised of strangers being in the neighborhood is not a major inconvenience either (think of how many Ubers, Lyft and Door dash drivers drive your street). Most guests I have dealt with are construction workers, nurses, families & group of friends (mostly from the bay area) who are here to visit nature & the wineries as well as our famous breweries. These types of tourists are the ones the city needs for all our tourism related businesses.

I should point out, there are safety checks performed by Online Travel Agencies (OTAs) such Airbnb,

VRBO, Expedia, Booking.com and others who vet guests. Visitors are required to have proper identification and additionally, a mutual review system is in place where bad guests can be banned from future bookings if they violate certain agreement rules.

On the issue of available housing stock & renter displacement. I am sympathetic to the homeless as I frequent them everywhere I drive in California & also feel for those who have been displaced out of state. It's my sense in general; the entire state of California has a major homelessness crisis & a lack of affordable housing. I am not an expert on social & economic issues but I feel a combination of drug use (particularly meth) and a lax monetary policy by the Federal Reserve (high inflation) are to account for these problems.

Overall, I feel the majority of vacation homes are not of the affordable kind to begin with (most vacation homes I see are valued at higher than \$650,000). Last I checked, the median income for a family in Sonoma County as of the 2019 census is roughly \$82,000 or ~ \$6800 monthly. From lender guidelines, a mortgage payment should not exceed 28% of the gross monthly income, that's about \$1900 a month. With this budget a family can only afford a house of around \$380,000. Rents in Santa Rosa for a house are now greater than \$2500 per month in the low tier. I doubt, if we were to stop all STRs from operating it would help much with these issues.

I would sincerely love to work with you on crafting sensible regulations for STRs. I have invested heavily on my education and I go to extreme measures to make sure my neighbors are happy. If we do this right all parties can co-exist and the city will continue to get an increasing amount of TOT taxes. I am currently working on outreach with other STR operators & vacation home owners to better provide our recommendations to better help you craft a balanced regulatory package. Please let me know how best I can engage with you on these urgent issues.

In advance, I thank you for taking the time to read this message & for your consideration in assessing the interests of all parties involved. Should you need to speak with me, please reach out via email or my cell at 530-570-2540

Respectfully,  
Dan Gudino

**From:** [Lackie, Megan](#)  
**To:** [Meads, Shari](#)  
**Subject:** FW: [EXTERNAL] Counsel meeting on Short term rentals and 2626 Knob Hill Drive in Montecito Heights  
**Date:** Tuesday, August 24, 2021 12:58:28 PM  
**Attachments:** [image005.png](#)

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Hi Sheri,

Please see below for email I received from the property owner of [REDACTED], for your records.

Regards,

**Megan Lackie | Code Enforcement Officer**

Housing & Community Services | 90 Santa Rosa Ave. | Santa Rosa, CA 95404  
Tel. (707) 543-3329 | Fax (707) 543-3317 | [mlackie@srcity.org](mailto:mlackie@srcity.org)

**Planning and Economic Development public counter hours:**

100 Santa Rosa Ave Rm 3, Santa Rosa CA 95404

Mon, Tues, Thurs: 8am - 4:30pm (No new applications accepted after 3:30pm)

Wed: 10:30am - 4:30pm (No new applications accepted after 3:30pm)

Fri: 8am - 12pm (No new applications accepted after 11:00am)

The City Building Department has received a large volume of applications since opening a virtual counter, with limited resources. Staff will contact you directly with next steps in the process. Thank you for your continued patience.

Did you know? You can check status on your project by going online to:

<https://citizen.srcity.org/CitizenAccess/Default.aspx>.



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**From:** Harry Albers <[winecountryredwoodestate@gmail.com](mailto:winecountryredwoodestate@gmail.com)>  
**Sent:** Tuesday, August 24, 2021 12:53 PM  
**To:** Lackie, Megan <[MLackie@srcity.org](mailto:MLackie@srcity.org)>  
**Subject:** [EXTERNAL] Counsel meeting on Short term rentals and 2626 Knob Hill Drive in Montecito Heights

Dear Megan,

I listened to the city counsel meeting on Short term vacation rentals a week ago. I own the property in Montecito Heights in Santa Rosa that three of my neighbors spoke about at the meeting.

Many wanted an urgent response by the city for activity that has stopped for many months now. All of events they described were one time events nearly a half year ago and have not been repeated. The letter I wrote to the neighbors explains the situation and I would appreciate if you would read it and

forward it to everyone that was at the Short Term Vacation Rental meeting.

It is important that everyone has the correct facts concerning this property.

This is the follow up letter I sent to all of the neighbors near our property:

Dear Neighbors,

This weekend is the 3 year anniversary of the vacation rental at [REDACTED]. For the first two and a half years we have not had any issues with the visitors or the neighbors. However, after COVID opened up we were contacted by an a number families who have been waiting over a year to have a family wedding and asked if they could have their event at our 1 acre property. We thought that would not be an issue for anyone when we allowed some families to book their event. However, after these events I realized we had made a big mistake. We did not predict the congestion and disturbance to the neighbors. We are very sorry for all the unnecessary inconvenience. After that I happily met with many of you at the nearby park to discuss the problems with our vacation rental.

Many of you were at this personal meeting months ago when I agreed to stop booking any more events at 2636 Knob Hill Drive. Since then no new events have been scheduled. The few that did occur after our meeting had signed contracts prior to our meeting in the spring.

As events have dropped to near zero we have not had any complaints from anyone over the past few months. Should there be a future issue we are available 24/7 to resolve anything that might be of concern.

We have security cameras covering every aspect of the property and have not noticed an issues since the events have stopped. We have not seen any street parking or more than 4 cars in our private circular driveway that is not visible from the street. Video feed has shown respectful guests following the rules of the property. We have not seen any excessive noise on our monitors.

I listened to your concerns at the zoom city counsel meeting and hope the city develops guidelines for the City of Santa Rosa's vacation rentals. Most of your comments were about events that have happened in the past at events and have not continued.

We will be happy to abide by any regulations that are developed. I understand many of you do not want any vacation rentals anywhere in Santa Rosa. Some of you don't want any vacation rentals anywhere in any residential area. I understand these wishes.

We are always available to you. My cell is 707-921-9216. I have a new cohost to assist me who is Anya Maskey at (707) 570-5215.

If there are any future issues please do no hesitate to call us. I look forward to being part of the future city counsel meetings which will address short term vacation rentals in Santa Rosa. Working together we should be able to do what is best for the community as a whole.



Sincerely,

Harry Albers

[REDACTED]  
[REDACTED]

PS:

If you missed the meeting this is the link:

<https://www.youtube.com/watch?v=mrJHEwaimgw>

**This is the list of House Rules at [REDACTED] everyone agrees to prior to renting:**

**These are the House Rules for the Estate to consider prior to renting:**

**The Estate is in an upscale residential neighborhood with 6 adjoining neighbors. Although the property is an acre outdoor noises travels far. These rules are designed to allow us to continue to offer our property to guests:**

**After 10 PM we would like you to move your group indoors as to not to disturb the surrounding properties.**

**Out door music is not allowed. We recommend earphones should you wish to listen to music on the property.**

**Fire Pit hours are from dusk to 10PM. The outdoor lights are set to automatically turn off at 10PM. You should leave the fire pit are prior to that so you will have a lit path. Never Leave the Fire Pit Unattended!**

**Use of the Spa after 10PM should be done without anything other than soft talking since bedrooms face the spa on the property behind it.**

**The property is beautiful and we would like to continue to offer it to those guest who are able to comply with our requests.**

**Please let us know if you have any questions.**

**If the Estate rules work for you we would love to have you stay.**

**Once you have read this letter please give me a call:**

**Harry Albers  
Cell: 707-921-9216**

**I would like to have the opportunity to discuss some of the issue concerning our vacation rental.**

**Sincerely,**

Harry Albers

[Redacted signature]

[Redacted text]

**From:** [Short Term Rentals](#)  
**To:** [bisagnoc@aol.com](mailto:bisagnoc@aol.com)  
**Cc:** [Lackie, Megan](#); [Schalich, Cindy](#)  
**Subject:** RE: [EXTERNAL] Air B&B  
**Date:** Friday, August 27, 2021 3:32:02 PM  
**Attachments:** [image001.jpg](#)

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Hi Chuck,

I left you a fairly long voicemail and will do a quick recap here.

The three most important things:

1. Be sure to take the short-term rental survey which can be found at: <https://srcity.org/3625/Short-Term-Vacation-Rentals> Note that the survey closes on August 31<sup>st</sup>.
2. I am including some of my awesome Code Enforcement colleagues with this communication so they can respond to your concerns related to unpermitted work at 1912 Eversley Place.
3. Any HOA related issues must be addressed with the HOA.

I hope this helps,

Shari

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)



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**From:** Planning Shared <[planning@srcity.org](mailto:planning@srcity.org)>  
**Sent:** Thursday, August 26, 2021 5:02 PM  
**To:** Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)>  
**Subject:** Fw: [EXTERNAL] Air B&B

Hi Shari,

Here's another one.

Amy

---

**From:** [bisagnoc@aol.com](mailto:bisagnoc@aol.com) <[bisagnoc@aol.com](mailto:bisagnoc@aol.com)>

**Sent:** Thursday, August 26, 2021 3:15 PM

**To:** Planning Shared <[planning@srcity.org](mailto:planning@srcity.org)>

**Subject:** [EXTERNAL] Air B&B

Hi,

I need to be contacted by someone in planning about an air b & b that opened at least 2 units at an existing single family residence to encompass now 3 units total.

There were not any notifications to the surrounding neighbors. This business has a new second floor entrance and deck in the back which encroaches on two neighbors. It has created a nuisance with the owners having the guests park in front of other residences instead of their own so that they may have access to their garage. This takes that privilege away from other households in the area.

There were 2 months of construction which seem to be unpermitted construction to build these units and bathrooms.

Currently there are everstanding CC&Rs in place for this neighborhood known as Creekwood Estates Phase III. The Santa Rosa City planning commission would have to have approved these Documents when construction was approved by Santa Rosa. These Documents continue to exist with automatic 10 year extensions currently August 29, 2025 is the next auto extension. They may not be modified or deceased without new Documents signed by a majority of households.

There was not a proposal to the committee to enact this business or change the CC&Rs.

Currently the Documents do not allow more than one residence per lot. Nor do they allow encroachment on nsibors. There is also a nuisance clause.

I would like the City of Santa Rosa to enforce the lack of permits following the recorded City approved documents.

The address is:

[REDACTED]

Please contact me. I work nights and sleep days until mid afternoon. I can return calls around 3 PM.

Thank You

Charles Bisagno 707-291-9769

[Sent from Yahoo Mail on Android](#)

**From:** [Short Term Rentals](#)  
**To:** [sold@sonic.net](mailto:sold@sonic.net)  
**Subject:** RE: [EXTERNAL] Air B and B proliferation  
**Date:** Friday, August 27, 2021 2:51:45 PM  
**Attachments:** [image001.jpg](#)

---

Hi Joe,

Thank you for taking the time to write. Your input is very much appreciated. If you haven't already, please also take the short-term rental survey by August 31<sup>st</sup>. The survey can be found at

<https://srcity.org/3625/Short-Term-Vacation-Rentals>

Warmly,

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)



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**From:** Planning Shared <[planning@srcity.org](mailto:planning@srcity.org)>  
**Sent:** Thursday, August 26, 2021 4:55 PM  
**To:** Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)>  
**Subject:** Fw: [EXTERNAL] Air B and B proliferation

Hi Shari,

Sending this your way.

Thanks,

Amy

**From:** joseph hernandez <[sold@sonic.net](mailto:sold@sonic.net)>  
**Sent:** Thursday, August 26, 2021 6:39 AM  
**To:** Planning Shared <[planning@srcity.org](mailto:planning@srcity.org)>  
**Subject:** [EXTERNAL] Air B and B proliferation

To whom it may concern,

On my street, there are 3 Air B and B's. The next street to me there is another. These are commercial business's in a residential neighborhood.

Each neighborhood needs to have input before an airbandb permit is allowed. This business needs to pay for an annual permit and restrictions need to be put in place regarding the number allowed in a neighborhood. The residents of a neighborhood need to be consulted before an airbandb is allowed.

Too many strangers coming and going. This neighborhood is for residents/families.

Sincerely,  
Joe Hernandez  
4655 Sullivan Way  
Santa Rosa, CA. 95409

707 508 8898

**From:** [Short Term Rentals](#)  
**To:** "Dan"  
**Cc:** [Lackie, Megan](#); [Schalich, Cindy](#)  
**Subject:** RE: [EXTERNAL] Accessory dwelling violation for short term rental  
**Date:** Friday, August 27, 2021 2:42:00 PM  
**Attachments:** [image001.jpg](#)

---

Thank you for writing Dan. Your input is greatly appreciated. If you haven't already, please take our short-term rental survey by August 31<sup>st</sup>. The survey can be found at <https://srcity.org/3625/Short-Term-Vacation-Rentals>.

I am also including a couple of my amazing colleagues in Code Enforcement so they can follow up with you about the possible zoning code violation at the 5210 Hoyal Property.

Warmly,  
Shari

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)



---

**From:** Dan <dan.mclaughlin@gmail.com>  
**Sent:** Thursday, August 26, 2021 11:39 AM  
**To:** Short Term Rentals <shorttermrentals@srcity.org>  
**Subject:** [EXTERNAL] Accessory dwelling violation for short term rental

Hello,

I'm very heartened to hear that you are addressing the plague of short term dwelling occurring in residential neighborhoods.

In particular, in my neighborhood of Hoyal Drive, Santa Rosa (near Maria Carrillo HS), there is an AIRbnb on the corner. The owner of this house formerly lived in the house, then moved out and turned it into a rental (I'm not sure the city is aware of this). Then when two other houses came up for sale, he bought those and turned them into rentals. We were pursuing this with the city (and weren't making good headway), but with the pandemic he sold them to people who needed a house and are living there.

At any rate, at that point he converted his garage to a second dwelling and both are now on AIRbnb, and according to the [Accessory dwelling units regulations](#) it appears he is in violation. The listing on AIRbnb is [here](#), In the description you can see

There is also a newly built 2nd home on property that is also available to rent.  
It is 2 bedroom, 1 bath. See link in photos for details!

I believe the host "Kristy" is a property manager.

This rental is a nuisance, the poor next door neighbor (who went to high school with the owner!) got so tired of the noise, cars and strangers he moved out. The rest of us don't appreciate any of it either, and the proximity to our school kids at the High School isn't good either. The owner has some kind of contracting company, in Google Maps you'll see "NorthBay Remediation Services" Thank you

-

[REDACTED]

Dan



## Fellenbaum, Jan

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**From:** Short Term Rentals <shorttermrentals@srcity.org>  
**Sent:** Friday, August 27, 2021 3:44 PM  
**To:** Bryan Antonich  
**Subject:** RE: [EXTERNAL] Airbnb in our neighborhood problem

Hi Bryan,

I am sorry this is happening. Situations like what you describe are one of the reasons we are moving forward with a short-term rental urgency ordinance.

If you haven't already, please be sure to take the short-term rental survey which can be found at <https://srcity.org/3625/Short-Term-Vacation-Rentals>. Note the survey closes on August 31<sup>st</sup>.

Thanks to you and your wife for working the front lines. I worked as an acute care (Sutter) RN before deciding to go back to school to become an Urban Planner (what we call City Planner in Santa Rosa) so I totally empathize with needing sleep – and I never had to work during a pandemic (well H1N1, but that was nothing like this).

Warmly,

### Shari Meads | City Planner

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)



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**From:** Bryan Antonich <bkantonich@gmail.com>  
**Sent:** Friday, August 27, 2021 11:22 AM  
**To:** Short Term Rentals <shorttermrentals@srcity.org>  
**Subject:** [EXTERNAL] Airbnb in our neighborhood problem

[REDACTED]

Drunks driving, noise complaints to the police, parking in a fire lane. More than the max guests allowed in a STR but that doesn't happen. This needs to be addressed. My wife and I are two nurses locally working long hours during the pandemic, trying to help kids with homework and get enough rest to tackle another day at work (where we are short handed to take care of Covid patients). We bought in a cul de sac to raise our girls in a safe neighborhood. Now with drunks driving in my street, strangers coming and going, not including the risk of one of the four new Covid variants that are after the Delta variant that are coming out. If I wanted to buy next to a hotel I would have but I chose to buy in a safe Rincon Valley cul de sac to raise my kids and relax after a hard shift at work as a Frontline Worker.

Then today August 27th, 2021 I counted (of the ones I saw, saw had already gotten into the Limo), 11 people (max of 10 per the Airbnb) and the limo double parked in a fire lane for a minimum of 15 minutes when it says clear as day no parking. This needs to be addressed!

Sincerely  
Bryan Antonich RN.







**From:** [Short Term Rentals](#)  
**To:** [Jessica Hickman](#)  
**Subject:** RE: [EXTERNAL] Short term rentals  
**Date:** Friday, August 27, 2021 2:48:07 PM

---

Hello Jessica,

You are correct. The City will be bringing a short-term rental urgency ordinance to the City Council on October 12th. At this point there are no restrictions with the exception that STRs are not allowed in Accessory Dwelling Units or Junior Accessory Dwelling Units. STR operators are required to register for Transient Occupancy Tax (TOT) payments and Business Improvement Area assessments (BIA). You can read more about that by visiting <https://srcity.org/3625/Short-Term-Vacation-Rentals>

Warmly,

Shari Meads | City Planner  
Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404  
Tel. (707) 543-4665 | Fax (707) 543-3269 |  
[smeads@srcity.org](mailto:smeads@srcity.org)

-----Original Message-----

From: Jessica Hickman <[jhickman@hickman-realty.com](mailto:jhickman@hickman-realty.com)>  
Sent: Thursday, August 26, 2021 4:48 PM  
To: Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)>  
Subject: [EXTERNAL] Short term rentals

Hello,

I have a client who is interested in doing a short term rental in the city of Santa Rosa. After reading the article, I just want to confirm as of right now they are still allowed but the city is looking to implement new ordinances this year? Are there any areas short term rentals are not permitted?

Best,  
Jessica Hickman  
Hickman Realty  
CA BRE #01777888  
707.321.3616

Sent from my iPhone

**From:** [Short Term Rentals](#)  
**To:** [Amanda](#)  
**Subject:** RE: [EXTERNAL] No more restrictions  
**Date:** Friday, August 27, 2021 3:33:00 PM

---

Hi Amanda,

Thank you for your feedback. If you haven't already, please be sure to also take the short-term rental survey which can be found at <https://srcity.org/3625/Short-Term-Vacation-Rentals> . Note the survey closes on August 31st.

Warmly,  
Shari

Shari Meads | City Planner  
Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404  
Tel. (707) 543-4665 | Fax (707) 543-3269 |  
[smeads@srcity.org](mailto:smeads@srcity.org)

-----Original Message-----

From: Amanda <[amandaraelynn@gmail.com](mailto:amandaraelynn@gmail.com)>  
Sent: Thursday, August 26, 2021 9:46 PM  
To: Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)>  
Subject: [EXTERNAL] No more restrictions

To whom it may concern,

While I understand the feeling of urgency to address housing issues and complaints I do not think it is in the city's best interest, nor the interests of property owners to further restrict short term rentals. Furthermore, the fact that something like short term rentals are growing in popularity does not directly mean it must be further regulated by the city. It is not the city's job to decide if what a private property owner chooses to do with the property "fits the neighborhood". This is the job of an HOA, not city government.

Thank you,  
Amanda Medford  
916-607-8035

Sent from my iPhone

**From:** [Vicki Ono](#)  
**To:** [Short Term Rentals](#)  
**Subject:** [EXTERNAL] Fwd: Update on [REDACTED] Vacation Rental and August City Counsel meeting on Short term Rentals.  
**Date:** Sunday, August 29, 2021 12:26:06 PM  
**Attachments:** [image0.jpeg](#)

---

To Santa Rosa City Council:

I live in very close proximity to the STR house in the photo below. The presence of an open fire outside last night was alarming. As I'm sure you already know very well, this neighborhood is located in a WUI and the photo of that property at [REDACTED] clearly shows how heavily wooded this entire area is. With the high temperatures this weekend, extreme fire danger/drought conditions, and smoky air (spare the air warnings), this type of activity should NOT be allowed to occur. The owner of this offending property, Harry Albers, is full of empty promises and cannot be trusted to do the right thing.

I hope you understand our anxiety and anger over this STR in our neighborhood. Until strict regulations are adopted, we will continue to call attention to the blatant misuse of this single family residence.

Respectfully,  
Vicki Ono  
[REDACTED]

Begin forwarded message:

**From:** Dale Sessions <[daledesign@sbcglobal.net](mailto:daledesign@sbcglobal.net)>  
**Subject: Re: Update on [REDACTED] Vacation Rental and August City Counsel meeting on Short term Rentals.**  
**Date:** August 28, 2021 at 9:32:54 PM PDT  
**To:** Harry Albers <[winecountryredwoodestate@gmail.com](mailto:winecountryredwoodestate@gmail.com)>  
**Cc:** Patty And Kieth Neighbors To North <[pattylavine2630@gmail.com](mailto:pattylavine2630@gmail.com)>, Erik Diez <[webdiez@pacbell.net](mailto:webdiez@pacbell.net)>, Lise Luttgens <[lise@liseluttgens.com](mailto:lise@liseluttgens.com)>, Michael Frank 2636 Neighbor <[Code3gt@gmail.com](mailto:Code3gt@gmail.com)>, Mike and Monica Bryant <[mlbryant17@gmail.com](mailto:mlbryant17@gmail.com)>, Monica Bryant <[monica.le.bryant@gmail.com](mailto:monica.le.bryant@gmail.com)>, Paul & Cary Olin <[cbolin@dslextreme.com](mailto:cbolin@dslextreme.com)>, Peter Arnold <[lagnaf@sonic.net](mailto:lagnaf@sonic.net)>, Steve Seeger <[mette4900@hotmail.com](mailto:mette4900@hotmail.com)>, Tamao Arnold <[ebikuma@icloud.com](mailto:ebikuma@icloud.com)>, [cinnamon@sbcglobal.net](mailto:cinnamon@sbcglobal.net), [noflats@sonic.net](mailto:noflats@sonic.net), [pedfam05@sbcglobal.net](mailto:pedfam05@sbcglobal.net)

If the video wasn't clear enough for you here is a still image. Burn the neighborhood down caused by your guests and then who is at fault? Fire is a huge concern here. This is a problem.



Sent from my iPhone

On Aug 28, 2021, at 9:09 PM, Dale Sessions  
<[daledesign@sbcglobal.net](mailto:daledesign@sbcglobal.net)> wrote:

Harry,

Do you think its smart to have guests running an open fire pit in extreme dry conditions, surrounded by dry leaves and trees? I'm not comfortable with this situation and I'm sure many of the other neighbors are not comfortable.

<Video.mov>

Appreciate your response as you have promised.

Dale

Sent from my iPad

On Aug 24, 2021, at 11:30 AM, Harry Albers  
<[winecountryredwoodstate@gmail.com](mailto:winecountryredwoodstate@gmail.com)> wrote:

Dear Neighbors,

This weekend is the 3 year anniversary of the vacation rental at 2636 Knob Hill Drive. For the first two and a half years we have not had any issues with the visitors or the neighbors. However, after COVID opened up we were contacted by an a number families who have been waiting over a year to have a family wedding and asked if they could have their event at our 1 acre property. We thought that would not be an issue for anyone when we allowed some families to book their event. However, after these events I realized we had made a big mistake. We did not predict the congestion and disturbance to the neighbors. We are very sorry for all the unnecessary inconvenience. After that I happily met with many of you at the nearby park to discuss the problems with our vacation rental.

Many of you were at this personal meeting months ago when I agreed to stop booking any more events at [REDACTED]. Since then no new events have been



scheduled. The few that did occur after our meeting had signed contracts prior to our meeting in the spring.

As events have dropped to near zero we have not had any complaints from anyone over the past few months. Should there be a future issue we are available 24/7 to resolve anything that might be of concern.

We have security cameras covering every aspect of the property and have not noticed an issues since the events have stopped. We have not seen any street parking or more than 4 cars in our private circular driveway that is not visible from the street. Video feed has shown respectful guests following the rules of the property. We have not seen any excessive noise on our monitors.

I listened to your concerns at the zoom city counsel meeting and hope the city develops guidelines for the City of Santa Rosa's vacation rentals. Most of your comments were about events that have happened in the past at events and have not continued.

We will be happy to abide by any regulations that are developed. I understand many of you do not want any vacation rentals anywhere in Santa Rosa. Some of you don't want any vacation rentals anywhere in any residential area. I understand these wishes.

We are always available to you. My cell is 707-921-9216. I have a new cohost to assist me who is Annya Maskey at (707) 570-5215.

If there are any future issues please do no hesitate to call us. I look forward to being part of the future city counsel meetings which will address short term vacation rentals in Santa Rosa. Working together we should be able to do what is best for the community as a whole.

Sincerely,

Harry Albers



PS:

If you missed the meeting this is the link:

<https://www.youtube.com/watch?v=mrJHEwaimgw>



**These is the list of House Rules at [REDACTED] everyone agrees to prior to renting:**

**These are the House Rules for the Estate to consider prior to renting:**

**The Estate is in an upscale residential neighborhood with 6 adjoining neighbors. Although the property is an acre outdoor noises travels far. These rules are designed to allow us to continue to offer our property to guests:**

**After 10 PM we would like you to move your group indoors as to not to disturb the surrounding properties.**

**Out door music is not allowed. We recommend earphones should you wish to listen to music on the property.**

**Fire Pit hours are from dusk to 10PM. The outdoor lights are set to automatically turn off at 10PM. You should leave the fire pit are prior to that so you will have a lit path. Never Leave the Fire Pit Unattended!**

**Use of the Spa after 10PM should be done without anything other than soft talking since bedrooms face the spa on the property behind it.**

**The property is beautiful and we would like to continue to offer it to those guest who are able to comply with our requests.**

**Please let us know if you have any questions.**

**If the Estate rules work for you we would love to have you stay.**

**From:** [Dale Sessions](#)  
**To:** [CityCouncilListPublic](#); [Short Term Rentals](#)  
**Subject:** [EXTERNAL] Short term rental - fire danager  
**Date:** Sunday, August 29, 2021 8:01:32 AM  
**Attachments:** [image\\_123927839.JPG](#)

---

All:

Last night as usual the short term rental at [REDACTED], had it's typical large group. With daytime temperatures at 102 degrees, drought conditions, the area is like a matchstick waiting to ignite. Open fire pit with a bunch of drunk folks is not comforting. This property has dried vegetation and trees overhanging the fire pit area.

I called the non-emergency police number and was directed to fire dispatch. The response: "Being a single family residence they are allowed open fire pits, as long as they are attended. If there is an out of control fire or spread call us back."

Seriously? A short term rental acting like a hotel and falls under single family guidelines. Let's wait until the area is burnt to the ground and then act.

As a reminder of what happen in only a few hours and 3 minutes from this address:

<https://youtu.be/1DjkTwbo8YA>

I know the ordinance is being worked on and I can only hope it has some strict regulations especially in fragile neighborhood areas such as this.

Appreciated,

Dale Sessions



--

Dale Sessions



**From:** [Planning Shared](#)  
**To:** [Riti Dhesi](#)  
**Cc:** [Short Term Rentals](#)  
**Subject:** RE: [EXTERNAL] Airbnb  
**Date:** Tuesday, August 31, 2021 2:49:33 PM  
**Attachments:** [image001.jpg](#)  
[image003.jpg](#)

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Hello Riti,

The City of Santa Rosa is in the process of developing a short-term rental ordinance. You can read more about that [here](#) at <https://srcity.org/3625/Short-Term-Vacation-Rentals>.

Please be sure to take the survey which ends today!

Note that as highlighted on the website, while the ordinance is being developed, the following regulations apply to short-term rentals:

- STR rental tenants must follow all local regulations including the City's [Noise, Smoking, and Parking Ordinances](#). Unlawful activity and code violations may be reported to the City's Police Department (707-528-5222 for non-emergency calls) or to [Code Enforcement](#) as needed.
- Accessory Dwelling Units (ADU) are prohibited from being used as short-term rentals pursuant to the City's [ADU Ordinance](#).
- Short-term rental operators must register and pay the City's Transient Occupancy Tax (TOT) and Tourism Business Improvement Area (BIA) assessment. [READ MORE ABOUT TOT & BIA](#)

Staff plans to bring a draft urgency ordinance to the City Council during their October 12<sup>th</sup> public meeting.

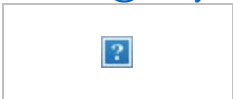
I hope this helps.

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)



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**From:** Riti Dhesi <ndhesi@yahoo.com>

**Sent:** Monday, August 30, 2021 12:20 PM

**To:** Santa Rosa Building Dept <building@srcity.org>

**Cc:** Planning Shared <planning@srcity.org>; code <code@srcity.org>

**Subject:** Re: [EXTERNAL] Airbnb

Thank you so much for your prompt response.

If the city does not have oversight who does? The county of Sonoma says that they do not have oversight. Does this mean it's a free for all?

Thanks again and I look forward to hearing from you on this.

[Sent from iPhone](#)

On Monday, August 30, 2021, 12:09 PM, Santa Rosa Building Dept <[building@srcity.org](mailto:building@srcity.org)> wrote:

At this point, the city does not have any oversight on vacation rentals. However, I have seen some discussion on this topic. The Planning Department would be the best place to check as well as the City Council agendas. You can sign up for communication emails and notifications from the various Boards and Commissions so that you can attend any of the Zoom or in person public hearings where you can provide public comment.

Here is a link to the page mentioned above:

<https://srcity.org/180/Boards-Commissions>

Cc: Planning Department, Code Enforcement

### **BUILDING DIVISION**

Planning & Economic Development, Building Division | 100 Santa Rosa Ave. Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-3200 | [building@srcity.org](mailto:building@srcity.org)



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**From:** Riti Dhesi <[ndhesi@yahoo.com](mailto:ndhesi@yahoo.com)>

**Sent:** Monday, August 30, 2021 10:42 AM

**To:** Santa Rosa Building Dept <[building@srcity.org](mailto:building@srcity.org)>

**Subject:** [EXTERNAL] Airbnb

Hello. What are the permit requirements in Santa Rosa for someone who is renting their house out via Airbnb? We have a house next-door that is being rented full-time via Airbnb. We have not received any notification from the homeowner regarding this and are quite disturbed by the ease by which it went from a full-time single family home to a full-time Airbnb.

I look forward to hearing from you as soon as possible.

Thank you, Riti

Riti Dhesi

[Ndhesi@yahoo.com](mailto:Ndhesi@yahoo.com)

[Sent from iPhone](#)

**From:** [meagan ashley](#)  
**To:** [Short Term Rentals](#)  
**Subject:** Re: [EXTERNAL] Question  
**Date:** Thursday, September 2, 2021 5:06:57 PM

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Hi Shari,

Thank you so much for the clarification. We currently seem to fall within the compliance regulations, zoning areas and we would be having a third-party manage the property for us. They would also remit the appropriate taxes, ETC.

Appreciate the follow up!

Best regards,  
Matt

Sent from my iPhone

On Sep 2, 2021, at 4:55 PM, Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)> wrote:

Hi Maegan and Matt,

The City is currently drafting a short-term rental ordinance to provide a regulatory framework – including permit requirement—for short-term rental uses. Currently there is no permit required to operate a short-term rental.

Please visit the City's [short-term rentals webpage](#) for more information and to keep up with the project.

Warmly,  
Shari

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)

<image001.jpg>

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**From:** Planning Shared <[planning@srcity.org](mailto:planning@srcity.org)>

**Sent:** Thursday, September 2, 2021 11:02 AM

**To:** Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)>

**Subject:** Fw: [EXTERNAL] Question

**Hi Shari,**

**Please see the email below.**

**Thanks,**

**Amy**

**From:** meagan ashley <[walnutashley@yahoo.com](mailto:walnutashley@yahoo.com)>

**Sent:** Thursday, September 2, 2021 10:46 AM

**To:** Planning Shared <[planning@srcity.org](mailto:planning@srcity.org)>; Matt Ashley <[matthew.ashley@straumann.com](mailto:matthew.ashley@straumann.com)>

**Subject:** [EXTERNAL] Question

Hi City,

We are looking at buying a home for a VRBO and want to see if we can get approval for a VRBO - can we get approval and what is the process?

Thank you,

Meagan & Matt Ashley

Meagan Ashley's cell: (707) 623-2159

[Walnutashley@yahoo.com](mailto:Walnutashley@yahoo.com)

Sent from my iPhone

**From:** [Dale Sessions](#)  
**To:** [CityCouncilListPublic](#); [Short Term Rentals](#)  
**Subject:** [EXTERNAL] Wedding event at STR  
**Date:** Friday, September 3, 2021 8:33:00 PM  
**Attachments:** [image\\_6487327.JPG](#)

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Again, here I am on a Friday evening after a long weekend expecting to enjoy my evening, but no. Beginning at 5:pm the cars started rolling in at [REDACTED]. They have overflowed onto the street with last count of 15 cars. Earlier today rental chairs and tables were dropped off and now...beep, beep, beep. A big truck at 8:20pm is backing in unloading more event equipment. Sorry but this is absolutely insane. Work long hours and expect to be able to rest on the weekends but no. No, because of this short term rental taking advantage of what rules and regulations are in place (none).

Anyone want to buy my house in Santa Rosa? Cal me cause I'm done.

Dale Sessions



--

Dale Sessions



**From:** [rick](#)  
**To:** [Meads, Shari](#)  
**Cc:** [Fleming, Victoria](#)  
**Subject:** [EXTERNAL] RE: Request for short-term rental ordinance feedback  
**Date:** Monday, September 6, 2021 2:49:53 PM  
**Attachments:** [image001.jpg](#)

---

Shari, I'd like to follow-up with you on the status of the short term rental ordinance. I'm curious how the survey went. How many responses did you receive? Were there some themes that came out of the responses? Are the results of that survey available to the public? If so, how do I access them? As I'm sure you are aware, all of us who took the time to comment at the Economic Development sub-committee meeting in August are anxious to see how the draft ordinance is progressing. We would very much like the ordinance to place appropriate limitations on the location of these rentals and include a mechanism that will provide the neighbors with a timely avenue to shut down those rentals that create a nuisance for the neighborhood.

Is there a way for us to have further input in the process before the draft ordinance reaches the council in October?

Thanks, Rick

Sent from [Mail](#) for Windows

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**From:** [Meads, Shari](#)  
**Sent:** Thursday, August 19, 2021 5:08 PM  
**Subject:** Request for short-term rental ordinance feedback

Hello,

The City of Santa Rosa is requesting feedback from the community, including short-term rental owners and operators, to help in the development of a short-term rental urgency ordinance. The City is moving forward with the development of a short-term rental ordinance to ensure these types of rentals are compatible with the neighborhoods where they are located.

As someone who may own, operate, or live near a short-term rental in Santa Rosa, the City is asking you to take a short survey by **August 31** to provide input on how City staff can approach the short-term rental urgency ordinance. The survey is available in [English](#) and [Spanish](#).

City staff is drafting the urgency ordinance over the next several weeks with plans to hold a public hearing for the proposed urgency ordinance at the October 12 City Council meeting.

More information on short-term rentals is available at [srcity.org/STR](http://srcity.org/STR). If you wish to reach out to staff directly, please email [ShortTermRentals@srcity.org](mailto:ShortTermRentals@srcity.org).

Warmly,

Shari

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)





**From:** [Eric Fraser](#)  
**To:** [Short Term Rentals](#); [Lyle, Amy](#)  
**Subject:** Re: [EXTERNAL] Fwd: Vacation and Short Term Rentals (STRs)  
**Date:** Tuesday, September 7, 2021 4:13:46 PM  
**Attachments:** [image001.jpg](#)

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Hello Shari;

It's been almost two weeks since you brought up the idea of a zoom meeting with STR hosts. What's the delay?

I'd like to discuss how the facts diverge substantially from the 8/10/21 presentation made to the Economic Sub-committee. Our teams have reviewed over 24,000 complaints from SRPD, Code Enforcement, and SRFD, and have found very few verifiable complaints related to STRs over the past 5 years. While we have found multiple complaints against three STR properties recently, we have also seen evidence of vexatious complaints. In fact, your entire presentation is built on misinformation.

Hosts are united in continuing to support rules governing behavior at STRs. Unfortunately, the City's push for STR regulations without a factual basis makes a mockery of noise, trash, parking, and nuisance complaints that people have generally. Overwhelmingly, complaints lodged neighbor vs. neighbor are going unresolved. Is it your goal to scapegoat STRs so people will think something is being done about nuisance complaints generally?

We are ready to present our research. Based on our fact-finding, we have some policy suggestions to also present.

Looking forward to being of service,

Eric Fraser  
Truth in Tourism  
707.479-8247

On Wed, Aug 25, 2021 at 4:07 PM Eric Fraser <[truthintourism@gmail.com](mailto:truthintourism@gmail.com)> wrote:

Hello Shari;

Hope you feel better soon.

I was going to suggest that we work with my friends at the Sonoma County Coalition of Hosts (I belong). In addition to SCCH, I can ask subject matter professionals to tune in. As a public meeting, we would expect that people can participate without identifying themselves or requiring registration. Frankly, we are very sensitive to how the STR issues are being framed, so the approach you are taking to "be sure to listen to different resources and capture the voices of short-term rental owners and operators" needs to be authentic and robust. I'll tell you that information produced by your office so far does not make a compelling argument for an urgency ordinance, so that would be a great place to start. Since the city's strategy is to force an urgency ordinance, time is very short indeed. Not only have you misrepresented key aspects and data about STRs in the City, it is hard to believe that your information was created without first reaching out to the operators.

In the spirit of public engagement, we don't see why you or someone from your office would not want to make themselves available for a public radio interview. Can I get a yes or no to our invitation from senior staff?

Let's get some dates together between you, Charles, and me as soon as possible. What is your schedule like

for next week?

Sometimes when I write it sounds more serious than when I speak. It's hard to convey my smiling upbeat attitude as an advocate for truth and transparency in writing when I need to efficiently effectuate change.

Looking forward to being of service,

Eric Fraser  
TRUTH IN TOURISM  
707.479-8247

On Wed, Aug 25, 2021 at 2:23 PM Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)> wrote:

Hi Eric,

You sound so upbeat in your voicemails! Gave me a smile.

Given our short timeline I can't commit to doing an interview.

I am working with our admin staff to schedule some focus group engagement opportunities. Do you work at all with the Sonoma County Coalition of Hosts? I am wondering if it might make sense to do a combined meeting with Truth and Tourism and this group. I want to be sure to listen to different resources and capture the voices of short-term rental owners and operators.

Let me know what you think.

I apologize in advance if my replies are a bit delayed. I'm struggling with a sinus infection. YUCK.

Warmly,

Shari

**Shari Meads | City Planner**

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Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)



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**From:** Eric Fraser <[truthintourism@gmail.com](mailto:truthintourism@gmail.com)>

**Sent:** Monday, August 23, 2021 3:58 PM

**To:** Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)>

**Subject:** Re: [EXTERNAL] Fwd: Vacation and Short Term Rentals (STRs)

Thanks, Shannon. I host a radio show on public radio KOWS92.5FM on alternating Mondays at 4 pm called "Insights with Fraser". Would you be available for an interview?

Thanks!

Eric Fraser

TRUTH IN TOURISM

707.479-8247

On Mon, Aug 23, 2021 at 10:57 AM Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)> wrote:

Good morning and happy Monday Eric,

Would you like me to set up a meeting with your group to talk about the STR policy? We are working on a tight timeline but I am still happy to do focus groups (hopefully five or more participants). If you suggest a time and send me the email addresses of group members, I will send a Zoom meeting invitation.

Let me know your thoughts.

Warmly,

Shari

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)



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**From:** Eric Fraser <[truthintourism@gmail.com](mailto:truthintourism@gmail.com)>

**Sent:** Monday, August 16, 2021 10:43 AM

**To:** Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)>

**Subject:** Re: [EXTERNAL] Fwd: Vacation and Short Term Rentals (STRs)

Thanks Shari, for your kind remarks and acknowledgement.

We look forward to the information requested via NextRequest. It should be information easily attainable, since it must have been used to inform your presentation.

We also look forward to understanding and mitigating negative impacts of STRs based on verifiable information, and creating a system of complaint resolution that treats everybody the same. Also, this should be an opportunity to install best practice solutions, like required mediation for resolving on-going issues. If you need examples of these programs let us know.

Looking forward to being of service to you.

Eric Fraser

Truth in Tourism

707.479-8247

On Mon, Aug 16, 2021 at 8:23 AM Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)> wrote:

|

Hi Eric,

Thank you for remaining engaged.

Warmly,

Shari

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)



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**From:** Eric Fraser <[truthintourism@gmail.com](mailto:truthintourism@gmail.com)>

**Sent:** Tuesday, August 10, 2021 11:41 AM

**To:** CA Office <[CAOffice@srcity.org](mailto:CAOffice@srcity.org)>; \_CityCouncilListPublic <[citycouncil@srcity.org](mailto:citycouncil@srcity.org)>; Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)>

**Subject:** [EXTERNAL] Fwd: Vacation and Short Term Rentals (STRs)

We noted with great interest how people who provided written testimony were also allowed to make public comments. We made public comments, and I also am passing along written information for your review and action.

Thanks!

Eric Fraser

Truth in Tourism

707.479-8247

----- Forwarded message -----

**From:** Eric Fraser <[truthintourism@gmail.com](mailto:truthintourism@gmail.com)>

**Date:** Tue, Aug 10, 2021 at 8:37 AM

**Subject:** Vacation and Short Term Rentals (STRs)

**To:** <[rick.green@pressdemocrat.com](mailto:rick.green@pressdemocrat.com)>

Hello Mr. Green;

We've noticed your calls to action for people to come forward with story ideas and other information that may help Sonoma Media Investments become more factual and supportive of their community.

On the issue of STRs, SMI has published numerous articles that do not withstand factual verification. This has happened most recently with reports about STRs in the unincorporated county, Theodor Lane, and purported negative impacts at STRs. We anticipate the SMI will be publishing more disinformation and propaganda regarding STRs in Santa Rosa. These other stories may have been published before you were hired, so we will give you the benefit of the doubt. Maybe you will help change the PD from

being an outlet of propaganda and instead do some actual verification of facts.

We are not sure why SMI purposely deviates so far from a truthful presentation, but it might have something to do with their membership in the Metro Chamber, their financial support for a another politically active group called Generation Housing, or perhaps SMI's and SMI's owners investments in commercial lodging properties (hotels, motels).

You may want to study the information provided below, as it will give your reporters leads to our CPRA requests.

I've pasted below our posting made this morning to Nextdoor. Of course feel free to contact me by email or cell (707.479-8247). You don't need to go through the Nextdoor app (LOL)!

We are looking forward to discussing this further with you, and we look to the future to see if SMI has the integrity to report honestly.

Thanks for reading!

Eric Fraser

Truth in Tourism (ad hoc)

707.479-8247

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The Santa Rosa Economic Sub-Committee will vote on further action related to short-term rentals and vacation rentals which may affect short-term emergency housing, short-term business housing (including first responders and essential workers), and long-term housing for less than a full year. The meeting is virtual at 10 am today, Tuesday August 10.

This includes an ask by the Planning Economic Development (PED) department of the city for an urgency ordinance. The urgency ordinance was just announced 8/5/21 by way of staff report and not properly noticed on the agenda.

**The meeting is virtual at 10 am today, Tuesday August 10.**

Agenda and attachments: Go to <https://santa-rosa.legistar.com/Calendar.aspx> and look for "Economic Subcommittee for 8/10 at 10 am" and find the link to the agenda. From there you will also learn how to access and participate in the meeting. The zoom link provided by the City five days ago is <https://srcity-org.zoom.us/j/98914438391>

If interested in this issue, as well as associated issues of honesty and transparency when making policy, local economic development, healthy and cared-for neighborhoods, emergency preparation and evacuations, civic engagement, quality-of-life complaint resolution (noise, parking, garbage cans, bright lights) then this meeting might be of interest to you.

We are Truth in Tourism, an ad-hoc group of hosts, guests, neighbors, academics, subject-matter experts, and other people interested in understanding short-term rentals and housing issues. Our desire is to keep the policy discussions factual, with verifiable and accessible information. Our opinions have been formed by responses provided from our California Public Records Act requests over the past few years, information from the county and other jurisdictions, including from throughout the region, state, and country.

In our opinion, the information created by city staff supporting this agenda item is deeply flawed and will not pass verification. It's likely not factual. Our data suggests they have over-estimated the

number of STRs currently operating, STR's negative impacts, the "lost" BIA and TOT revenues. They have neglected best practices when it comes to collecting TOT/BIA. They are not fully disclosing how the revenue is spent.

Of special concern is the BIA tax charged to guests. Our researchers have many outstanding questions about their economic impact statements for events like Ironman, how BIA money is disbursed and political influence. The Metro Chamber even claims roughly *10 times* the number of visitors to the Visitor's Center in Railroad Square than what is actual verifiable, pre-Covid of course. We've asked for a financial audit from the Metro Chamber (contractor of the BIA), and the city's Planning and Economic Development (PED) as we are concerned about "merchandise sales" and the cost of inventory of "Out There" gear, sales tax collection and remittance (they couldn't provide a license), as well as sales tax collection at the Ironman events, but have not received that information yet (it's been a couple years). The deeper we dig, the more information we find that should be easily verifiable but is not.

We've asked the city to provide information to verify staff's claims for the 8/10 meeting. I've provided a list of our latest requests (that mostly follow the staff's presentation) below so you can follow specific topics. The city uses a company called NextRequest, and it is an effective way to request information and to share it with the community as well as search prior requests. You can go to <https://cityofsantarosaca.nextrequest.com/requests> to follow our requests, search for other information, or make your own requests.

Added to the agenda late on Monday 8/9 are 17 separate communications representing about 24 people. If there were hundreds of problematic STRs, it seems like participation would be more robust. Just the same, we are appreciative of the participation – "Everybody's entitled to their own opinion, but not their own facts". Many are supportive of using and verifying facts when understanding the complex issues and opportunities of STRs.

If we were to recommend Urgency Ordinances, we would start with these two:

**1) Information provided by staff or elected officials must be accurate and verifiable, and subject to the penalty of perjury if found to be intentionally untruthful.**

**2) NOISE: the city shall immediately clarify and enforce a noise ordinance at all property types, from all sources.** STRs are way down on the list of sources of noise complaints. Fireworks, Leaf blowers, parties/special events at resident's homes, amplified music from residences and businesses (not STRs), loud exhaust, "sideshow", contractor noise (the city is one of the worst offenders) all produce more complaints than STRs is our working hypothesis.

It appears that Linda and Richard J, Rick and Sharon A, Vickie O and Thomas E, David L, and Dave J, Anne F, along with Rick M and his spouse are being victimized not by the STRs in their Montecito Heights neighborhood but by the city, because there are existing laws that should address their complaints concerning noise, garbage, other code violations, along with parking. The City is being deceptive if they claim there are no laws to enforce standards for these issues, as records will show enforcement of these complaints in other situations, other locations. It appears they are trying to precipitate a crisis to regulate against STRs, and they are being victimized by the city's (in)actions. Please save any photos or correspondence regarding these purported violations as our researchers may like access to this information in the future.

Did you know Santa Rosa has the largest number of 4 and 5+ bedroom housing units in the county? Just a little over 15.5% of Santa Rosa housing units (~ 10,400+ out of a total ~ 67,000 units) compared to the unincorporated county's approximately 13% (~ 9,000 out of a total ~68,000) are 4 and 5+ bedroom houses. This research was published right after the Tubbs fire to examine the number of bedrooms available for evacuees and fire victims, so the Roseland was a separate data record since this was pre-annexation. Adding Roseland's housing units doesn't move the needle on Santa Rosa overall waste of built bedrooms, as only ~ 125 of the Roseland's ~ 1,800 housing units are 4 and 5+ bedrooms (7%). (Source: US Census)

Because of an aging population in the city, many bedrooms are sitting unused. It's amazing how many homes with 4 and 5+ bedrooms have only 1 or 2 people in the entire home. Over 20% of bedrooms in built housing are not occupied each night in the city – over 36,000 empty bedrooms! Some of these bedrooms are in houses that are considered “vacant” by the US Census because they are second homes, vacation homes, and recreational homes.

Here are some other issues raised in the written testimony to date:

“Investor-owned housing” - Linda and Richard J, Rick and Sharon A, David L, Bernadette B, and Ian A expressed a belief that “investors” owned multiple STRS (what the city calls “venture capital” ownership), but we have little evidence of that, and it appears that people are confusing ownership with management, as there are a handful of professional management companies who specialize in STRs.

“Competition with scarce rental housing” and “STRs increase house prices” – a couple of comments from the public (but a huge theme of the city's report) is the claim that STRs take rental housing or drive up the cost of houses. We see no evidence of that on a statistically valid level. Perhaps the city will share the source information that pointed to that conclusion. When we look at other jurisdictions, we see that STRs regulations increase the number of unused bedrooms and empty houses (Healdsburg and Sonoma for example).

“Concerns about emergency evacuations” – the staff report made no mention about the procedures in place by Airbnb, VRBO and other on-line platforms alongside qualified management to cancel reservations when warnings are issued. Equally important are the bedrooms provided by STRs during an emergency or PSPS. The city does not want you to remember the essential role STRs played in housing victims and first responders, and how many STRs pivoted to providing longer term housing for those who lost theirs. The city also collected TOT and BIA from their fellow city and county residents forced to evacuate from the numerous disasters impacting us.

“Covid concerns” – one participant Anne F claims that the city did not enforce Covid restrictions at STRs. We find that the city and county did enforce Covid restrictions at businesses and homes in Santa Rosa. In fact, their enforcement led to several highly publicized permanent business failures. We note that Anne F's multiple complaints to law enforcement about this issue did not create an enforcement action because there were probably no grounds for a citation.

“Registration” – there is a lot of confusion over what it means to be “registered”. The city refers to “registered STRs” because we do have a registration system in place. STR owners are required to submit BIA/TOT taxes and when they “register” with the city they receive a unique account number. Because BIA/TOT is required, Airbnb, VRBO, and other platforms collect the taxes from guests. Best practice has those platforms remitting these tax receipts directly to the government, but the city refuses to complete the agreements necessary for the platforms to do so.

“Quality of life complaints” – as noted earlier, several people complained about noise, garbage, parking, traffic, bright lights, and other quality of life complaints. We pointed out that the city already has laws in place to deal with the serious violations, with apparently no will to enforce the law and instead letting a very small number of STRs “abuse” their neighbors. This may be true in some specific instances, however our data points out that quality of life complaints between neighbors are much more frequent between residents. Complaint resolution and ordinances should treat everybody the same. Compulsory mediation for properties with multiple complaints, as well as for people who constantly make complaints has reduced complaints significantly in jurisdictions who have this procedure in place.

Many of the public comments point to the value that STRs bring to the community and local non-profits, to employees and contractors, and most of all to the guests who may be looking for a place for their family to enjoy, are engaged in business, are friends/family of city and county residents, are an important neighborhood resource, and so on. Note that sometimes STRs are used for “vacations” or “tourists” but frequently are used for other legitimate and community-building purposes.



This discussion is to be continued. If you have any information you would like to share directly, feel free to reach out to Truth in Tourism through a personal Nextdoor message. Thanks for reading. Looking forward to being of service, Eric Fraser.

Here are the information requests through NextRequest:

<b><u>Topic</u></b>	<b><u>CPRA Ask</u></b>	<b><u>Next Request File</u></b>
Ordinance establishing short term guest	1) ordinances defining a short-term tenancy. 2) violations of that ordinances from the past 5 years.	21-927
Ordinance that establishes lodging types	1) ordinances that define the various types of lodgings available for short-term stays. 2) List of all lodging types active over the past 5 years identified by last TOT payment remitted.	21-928
"Registered" Short-Term Rentals	1) Source for the information. 2) address and APN for all lodging properties, including STRs. 3) First date TOT/BIA return filed. 4) Last date TOT/BIA filed. 5) Contact name, phone. 6) "registration" number, 7) % occupancy per unit per year over the past 5 years.	21-929
Revenue (TOT/BIA) from STRs	1) Source for the information. 2) quarterly TOT/BIA revenue figures for 2015-present. 3) number of properties by type paying TOT/BIA per quarter.	21-930
Revenue (TOT/BIA) from STRs; automated collection thereof	Copies of cooperative agreements to help collect TOT/BIA through the booking process or other administrative process for 1) AirBNB, 2) VRBO, 3) other on-line booking platforms. 4) correspondence including letters, emails, as well as notes of phone conversations regarding cooperative agreements. 5) written processes, procedures, guidance, memorandum, and the like regarding the collection of TOT/BIA	21-931
	1) reports for the past 5 years showing audited financial statements for all aspects of BIA spending. 2) Notes, correspondence and reports about the formation of the BIA since its inception. 3) Notes,	

BIA Governance	correspondence and reports about establishing a BIA on residential units since its inception. 4) Notes, correspondence, reports concerning changes to the BIA since its inception. 5) Policies, procedures, correspondence regarding recruiting and appointing board members to the BIA since its inception.	21-932
TOT Financial Impact	1) reports and statements showing how TOT revenue has been spent over the past 5 years.	21-933
STR "web scrape"	1) contracts and reports from organizations providing "web scrape" service over the past 5 years. 2) Exact details about the reported "358 Unique Short-term Rentals" including a) when first detected by the web scrape, b) the type of unit (# of bedrooms), c) the precise location by address and APN, d) the occupancy rate, e) the source of the information specifically. 3) how the "occupancy rate" was determined for the Hartman report.	21-934
Regarding "161 Unregistered Short-Term Rentals"	Hartman claims that "161 Unregistered Short-term Rentals" have a "\$225 Median Nightly Rate", and a "76% Average Occupancy Rate (277 nights per year)". 1) the report that supports that information, including # of bedrooms. Hartman claims that "Gross TOT Revenue Recovery ~ \$900,000 and BIA Recovery ~ \$300,000". 2) the report that supports that information.	21-935
"Renter Displacement"	1) Reports, correspondence supporting the claim of renter displacement caused by STRs	21-936
"Super Hosts and Venture Capital Ownership"	1) Written definition of "Super Host" and "Venture Capital Ownership". 2) Number of current Airbnb "Superhosts" (quite different than what Hartman is alluding to with "Super Host") within the 193 "registered" STRs. 3) Number of "Venture Capital" owners within the 193 "registered" STRs. 4) Reports, analysis, correspondence supporting an archetype of ownership called "Venture Capital Ownership"	21-937
	1) Reports, analysis, correspondence, notes supporting the premise of "Decrease	

"Decrease Available Housing Stock"	Available Housing Stock" 2) Reports showing the extent of housing stock in the City including a) number of units, b) number of bedrooms, c) number of vacant units (as determined by US Census), d) number of unoccupied bedrooms each night over the past 5 years.	21-938
"Overconcentration and Commercialization of Residential Neighborhoods"	1) Definitions for a) "Overconcentration" and b) "Commercialization". 2) Reports supporting the author's claim specific to SR.	21-939
"Uneven Playing Field Between Other Lodging Providers and Short-Term Rental Owners"	1) Reports or other writings supporting the author's opinion. 2) correspondence about this issue over the past 5 years.	21-940
"Tension Between Short-Term Rental Owners and Neighbors"	1) Definition of "tension". 2) Reports and correspondence detailing said "tension" over the past 5 years. 3) Reports, correspondence, and other writings about attempts to dissipate said "tension"	21-941
"Noise, Trash, and Exterior Lighting"	1) reports and correspondence about "noise, trash, and exterior lighting" lodged against "registered" STRs over the past 5 years. 2) reports and correspondence about "noise, trash, and exterior lighting" lodged against all property owners over the past 5 years. 3) Policy, reports, correspondence regarding abatement procedures for "noise, Trash, and Exterior Lighting" from Police, Code Enforcement, and Fire.	21-942
"Parking"	1) reports and correspondence about "parking" lodged against "registered" STRs over the past 5 years. 2) reports and correspondence about "parking" lodged against all property owners over the past 5 years. 3) Policy, reports, correspondence regarding abatement procedures for "parking" from Police, Code Enforcement, and Fire.	21-943
"Events and Party Houses"	1) definition of "party house", 2) number of Party Houses that are "registered" STRs over the past 5 years, 3) number of "party houses" that are not STRs over the past 5 years. 4) Reports, procedures, ordinances regarding "events". 5) reports showing economic impacts provided by STRs during City-approved (and or funded) events over the past 5 years.	21-944

"Potentially Difficult to Contact Transient Renters"	1) Definition of "Transient Renter" 2) Reports or correspondence that supports the author's claim that STRs make it "potentially difficult to contact transient renters". 2) Reports showing any situations where law enforcement, fire, or emergency services had difficulty contacting transient renters over the past 5 years.	21-945
"Evacuation Impacts"	1) Reports showing any situations where law enforcement, fire, or emergency services had "evacuation impacts" caused by STRs over the past 5 years.	21-946
"Open and Unattended Fires"	1) Reports showing any "open or unattended fires" at a) any STR and b) all property types, over the past 5 years.	21-947
"How Bad Can it Get?"	1) Reports and correspondence supporting "during June and July more than 30 complaints were received from 14 neighbors of one short-term rental". 2) Reports showing whether any of the "30 complaints received for June or July" were duplicitous, vexatious, or unfounded. 3) Reports and correspondence about complaints received about STRs over the past 5 years, including the number of duplicate, vexatious, or unfounded complaints. 4) Reports and correspondence about complaints for all properties received over that past 5 years including the number of duplicate, vexatious, or unfounded complaints.	21-948
Temporary Use Permit	1) Number of Temporary Use Permits issued for events at all property types in the past 5 years.	21-949
Extend Quiet Hours to Between 9 pm and 8 am	1) Ordinances that define a) levels of noise, b) types of noise by source, c) exclusions and exceptions, d) penalties, and e) appeal process. 2) Number of a) noise complaints filed, b) vexatious, duplicative, or otherwise unfounded 3) resolution notes for each complaint over the past 5 years.	21-950
"Limit Outdoor Fires"	1) Reports of fires started by fire pits, BBQs, and other outdoor fires for all residential properties over the past 5 years.	21-947
"Look to Existing Regulations ... as Guides"	1) Reports and other materials received about other jurisdictions' STR regulations.	21-951
	1) Reports regarding the economic impacts	

Economic Analysis of STRs	(positive and negative) for STRs in Santa Rosa.	21-952
Politically Active Organizations	1) contracts, receipts, emails, letters regarding an organization called "Generation Housing" and the City 's role as "Catalyzing Member" (see attached) 2) contracts, receipts, emails, letters regarding the "Santa Rosa Metro Chamber" and STRs (e.g. vacation rentals)	21-953
Emergency Response	1) Reports discussing the role of STRs in housing victims, evacuees, first responders during any of the states of emergency in the past 5 years. 2) Correspondence including letters, emails, phone call notes from Airbnb and/or VRBO regarding housing victims, evacuees, first responders, essential workers during any of the states of emergency in the past 5 years.	21-946

Source Document Reference: Short Term "Vacation" Rentals, August 10, 2021, Hartman et al.

cc: Attorney's file

**From:** [Wesley, Shannon](#)  
**To:** [Short Term Rentals](#)  
**Subject:** FW: [EXTERNAL] Santa Rosa Events  
**Date:** Tuesday, September 7, 2021 12:39:03 PM

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FYI only.

Shannon Wesley | Senior Administrative Assistant  
City Manager's Office | 100 Santa Rosa Avenue | Santa Rosa, CA 95405  
Tel. (707) 543-3011 | Fax (707) 543-3030 | [swesley@srcity.org](mailto:swesley@srcity.org)

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-----Original Message-----

From: SR Allen <[srallen@sonic.net](mailto:srallen@sonic.net)>  
Sent: Sunday, August 29, 2021 12:24 PM  
To: \_CityCouncilListPublic <[citycouncil@srcity.org](mailto:citycouncil@srcity.org)>  
Subject: [EXTERNAL] Santa Rosa Events

Dear Council here two example of the people that are utilizing our Short Term Rentals.

Hi Allen - my husband and I are from south San Jose and are traveling up to run the Santa Rosa half marathon and would love to use your place as a home base.

Thanks, Allen. We love the place and appreciate the beverages! The walk to the santa rosa marathon was perfect. Resting now, but we'll be out by 10am tomorrow. Thanks again.

I can share hundreds of reviews that state how much our guests love Santa Rosa and how much they love the West End.

Thanks - Allen Thomas  
Sent from my iPhone

**David Long/Laura Salo**

2425 Sunrise Place  
Santa Rosa, CA 95409  
707.322.8823

Shari Meads, City Planner  
Planning Department  
City of Santa Rosa

September 8, 2021

Dear Shari,

You did a very nice job of presenting the issue of Short-Term Rentals to the Economic Development Subcommittee on August 10<sup>th</sup> by covering key points on both sides. Based on the presentation and conversations at that meeting, a subsequent survey solicited by the Planning Department and an August 25<sup>th</sup> article in the Press Democrat all regarding the Short-Term Rental (STR) issue, there appears to be support to make protection of residential neighborhood character and preservation of traditional housing stock the highest priorities in developing a new STR Ordinance. For that I am very thankful.

The absolute key to development of a STR Ordinance that offers protection and preservation of traditional residential neighborhoods is to create a distinction between hosted and un-hosted STR. Unfortunately, there appears to also be an underlying notion that the City might be able to boost its annual income by allowing all STR to continue with unlimited frequency as long as they comply to a nuanced set of controls that includes a permit system. Should the City adopt this “have your cake and eat it too” scenario, it would be a monumental error in judgement. Rhetorically, are you really willing to risk continued deterioration of the City’s residential neighborhoods for what amounts to a potential gain of less than 1% of the City’s FY 2020/21 General Fund Budgeted Revenues? There are many other, more palatable and socially acceptable means of creating such income or reducing equivalently-valued expenses.

**City staff and leaders would do well to set aside the income carrot and adopt an Urgency Ordinance for STR that simply disallows the operation of un-hosted STR in any residential zoning.**

Use of “nuance” in an STR Ordinance will generally equate to “subjective” and “impossible to enforce.” There is no sense in trying to regulate un-hosted STR by placing limits on their character such as number of renters, number of cars, etc. because there are countless ways to skirt such limits and it places an unnecessary burden on police and emergency services. The hosted STR vs. un-hosted STR definition is the only baseline criteria required to establish a reasonable ordinance. “Hosted” means that the owner of the property must be residing at the property while any STR is occurring and be physically available to respond to any difficulties.

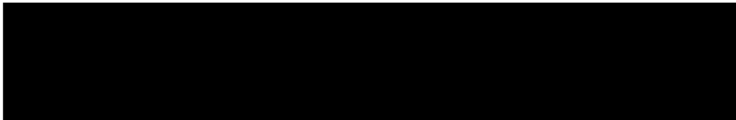
It is wholly unacceptable for Santa Rosa to allow operation of commercial enterprises in residentially zoned areas of Santa Rosa when those commercial enterprises do not have the owner of the

Shari Meads  
September 8, 2021  
Page 2

business on site. This is what an un-hosted STR is. It does not matter how big/small or intrusive/unintrusive un-hosted STR are. They do not belong in residential zones of our City.

At their core, all residential neighborhoods deserve the opportunity to preserve a sense of camaraderie, familiarity and community. Having any home used by a constant rotation of persons unknown to those living nearby is not in keeping with this basic principle. Please structure the new Ordinance to eliminate un-hosted STR in all residential zones of Santa Rosa.

Sincerely,

A large black rectangular redaction box covering the signature area.

David Long (

cc: Economic Development Subcommittee Members



**From:** [SR Allen](#)  
**To:** [Meads, Shari](#)  
**Cc:** [CityCouncilListPublic](#)  
**Subject:** [EXTERNAL] Re: Short-Term Rentals Ordinance Update to Economic Development Subcommittee,  
**Date:** Friday, September 10, 2021 3:09:58 PM

---

Shari - thank you for the update.

How is staff crafting a draft ordinance without the full council's input and with stakeholders input prior to presenting it to City Council?

I don't see how it is possible to put together a meaningful ordinance at a City Council meeting. When will the draft ordinance be ready for public review?

Thank you  
Allen Thomas  
STR owner

Sent from my iPhone

On Sep 10, 2021, at 1:21 PM, Meads, Shari <[SMeads@srcity.org](mailto:SMeads@srcity.org)> wrote:

Hello,

Staff will be returning to the Economic Development Subcommittee on Tuesday, September 14<sup>th</sup> to provide an update on the short-term rental urgency ordinance project. We will not be presenting a draft ordinance at this time.

This virtual meeting is open to the public and attendees may provide public comment during the meeting. For meeting access information, please go [HERE](#). I have attached the Agenda, which includes information about how to provide public comment in case you are unable to attend. I will also send an update with anything newsworthy after the meeting.

Warmly,  
Shari

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)

<image001.jpg>

<Agenda.pdf>

**From:** [Dale Sessions](#)  
**To:** [Meads, Shari](#)  
**Subject:** [EXTERNAL] Fwd: Update on 2626 Knob Hill Drive Vacation Rental and August City Counsel meeting on Short term Rentals.  
**Date:** Monday, September 13, 2021 11:55:08 AM

---

Shari,

Thank you for conversation this morning. See below my correspondence to Harry Albers after his attempt of apologizing and acting like his actions are all in the right.

Dale Sessions

Sent from my iPad

Begin forwarded message:

**From:** Dale Sessions <daledesign@sbcglobal.net>  
**Date:** August 25, 2021 at 9:10:15 AM PDT  
**To:** Harry Albers <winecountryredwoodestate@gmail.com>  
**Cc:** Patty And Kieth Neighbors To North <pattylavine2630@gmail.com>, Erik Diez <webdiez@pacbell.net>, Lise Luttgens <lise@liseluttgens.com>, Michael Frank 2636 Neighbor <Code3gt@gmail.com>, Mike and Monica Bryant <mlbryant17@gmail.com>, Monica Bryant <monica.le.bryant@gmail.com>, Paul & Cary Olin <cbolin@dslextreme.com>, Peter Arnold <lagnaf@sonic.net>, Steve Seeger <mette4900@hotmail.com>, Tamao Arnold <ebikuma@icloud.com>, czinnamon@sbcglobal.net, noflats@sonic.net, pedfam05@sbcglobal.net  
**Subject:** Re: Update on [REDACTED] Vacation Rental and August City Counsel meeting on Short term Rentals.

Dear Harry,

As much as an apology would be great, I do find this very lame at this point and time. Actually even puzzled why the email. As history repeats itself if no one speaks up about your statements you believe them to be fact/truth. Unfortunately you have made many statements that are just not factual in your email. No complaints over the past few months? Check the police records. Complaints go back years, not just the past 6 months. I could go on and on and pick the statements apart but I will let the laws and system resolve the abuse of what you have been doing at this property.

I have several friends that run STR, even one right here in Santa Rosa and they all are shocked at what has been happening here. Shocked at how the property owner takes no responsibility, doesn't enforce his own house rules. The fact that your property was the spot light in the meeting says a lot.

Sorry? The only thing you are sorry about is possibly losing the income. All about money here and nothing else. The countless evenings and afternoons of

absolute insanity living here a simple sorry doesn't really seem appropriate.

I do hope and wish the city will pass restrictions and keep out of control STR, money hungry people like yourself from ever doing this to any other neighborhood. It's shameful how this has destroyed living here. The neighbors all deserve peace, quiet, and enjoyment of life in their own backyard and homes. This is not a hilton resort commercial space. Period.

Best of luck,

Dale

Sent from my iPad

On Aug 24, 2021, at 11:30 AM, Harry Albers  
<winecountryredwoodestate@gmail.com> wrote:

Dear Neighbors,

This weekend is the 3 year anniversary of the vacation rental at [REDACTED] [REDACTED]. For the first two and a half years we have not had any issues with the visitors or the neighbors. However, after COVID opened up we were contacted by an a number families who have been waiting over a year to have a family wedding and asked if they could have their event at our 1 acre property. We thought that would not be an issue for anyone when we allowed some families to book their event. However, after these events I realized we had made a big mistake. We did not predict the congestion and disturbance to the neighbors. We are very sorry for all the unnecessary inconvenience. After that I happily met with many of you at the nearby park to discuss the problems with our vacation rental.

Many of you were at this personal meeting months ago when I agreed to stop booking any more events at [REDACTED]. Since then no new events have been scheduled. The few that did occur after our meeting had signed contracts prior to our meeting in the spring.

As events have dropped to near zero we have not had any complaints from anyone over the past few months. Should there be a future issue we are available 24/7 to resolve anything that might be of concern.

We have security cameras covering every aspect of the property and have not noticed an issues since the events have stopped. We have not seen any street parking or more than 4 cars in our private circular driveway that is not visible from the street. Video feed has shown respectful guests following the rules of the property. We have not

seen any excessive noise on our monitors.

I listened to your concerns at the zoom city counsel meeting and hope the city develops guidelines for the City of Santa Rosa's vacation rentals. Most of your comments were about events that have happened in the past at events and have not continued.

We will be happy to abide by any regulations that are developed. I understand many of you do not want any vacation rentals anywhere in Santa Rosa. Some of you don't want any vacation rentals anywhere in any residential area. I understand these wishes.

We are always available to you. My cell is 707-921-9216. I have a new cohost to assist me who is Annya Maskey at (707) 570-5215.

If there are any future issues please do not hesitate to call us. I look forward to being part of the future city counsel meetings which will address short term vacation rentals in Santa Rosa. Working together we should be able to do what is best for the community as a whole.

Sincerely,

Harry Albers



PS:

If you missed the meeting this is the link:

<https://www.youtube.com/watch?v=mrJHEwaimgw>

**These is the list of House Rules at [REDACTED] everyone agrees to prior to renting:**

**These are the House Rules for the Estate to consider prior to renting:**

**The Estate is in an upscale residential neighborhood with 6 adjoining neighbors. Although the property is an acre outdoor noises travels far. These rules are designed to allow us to continue to offer our property to guests:**

**After 10 PM we would like you to move your group indoors as to not to disturb the surrounding properties.**

**Out door music is not allowed. We recommend earphones should you wish to listen to music on the property.**

**Fire Pit hours are from dusk to 10PM. The outdoor lights are set to automatically turn off at 10PM. You should leave the fire pit are prior to**

**that so you will have a lit path. Never Leave the Fire Pit Unattended!**

**Use of the Spa after 10PM should be done without anything other than soft talking since bedrooms face the spa on the property behind it.**

**The property is beautiful and we would like to continue to offer it to those guest who are able to comply with our requests.**

**Please let us know if you have any questions.**

If the Estate rules work for you we would love to have you stay.

**From:** [Bernadette Burrell](#)  
**To:** [Meads, Shari](#)  
**Subject:** [EXTERNAL] Re: Short-Term Rentals Ordinance Update to Economic Development Subcommittee,  
**Date:** Tuesday, September 14, 2021 2:34:42 PM  
**Attachments:** [image001.jpg](#)

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Shari,

Thank you for a well presented meeting today. I know this is a complex issue and will take time to sort through what is best for the community of Santa Rosa. After listening to the meeting today I have a few additional comments on what was discussed and also what I firmly believe needs to be considered for the ordinance on Short Term Rentals.

1. I think Short Term rentals should be put on hold until the city of Santa Rosa is able to come up with an official ordinance that protects the community. As it stands right now owners of STR are able to make up their own ordinance.
2. Victoria Fleming made a very good point when she mentioned that the quality of life should be considered for each member of our community. She was also mentioning that STR should be allowed on Manager on site properties. This would alleviate the calls to law enforcement as the STR would be actively managed.
3. One of the callers mentioned that there is 500 STR in place already? Is there a need for additional STR that takes away from long term rentals.

Please consider these points when writing the ordinance and in deciding who and where should have one.

Only managed on site properties can be used for STR

Limiting the stay to 7 days so that homes do not become hotels with people constantly changing.

Please have restrictions on the amount of people allowed in the home along with parking spaces.

STR should not be allowed during fire season or in the WUI districts.

Homes purchased for the sole intent of being STR should not be allowed

Limit the amount of STR allowed to operate

STR should have a sign in front of the home that the managers phone number is available for neighbors to call

Neighbors should be notified when a home registers to become a STR

Thank you for your time. I really do wish you guys luck on coming up with what is best, this is no easy task. I also appreciate all the work that you do.

Respectfully,  
Bernadette Burrell

On Fri, Sep 10, 2021 at 1:21 PM Meads, Shari <[SMeads@srcity.org](mailto:SMeads@srcity.org)> wrote:

Hello,

Staff will be returning to the Economic Development Subcommittee on Tuesday, September 14<sup>th</sup> to provide an update on the short-term rental urgency ordinance project. We will not be presenting a draft ordinance at this time.

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comment during the meeting. For meeting access information, please go [HERE](#). I have attached the Agenda, which includes information about how to provide public comment in case you are unable to attend.

I will also send an update with anything newsworthy after the meeting.

Warmly,

Shari

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)



**From:** [klbd82@gmail.com](mailto:klbd82@gmail.com)  
**To:** [Short Term Rentals](#)  
**Subject:** Re: [EXTERNAL] STR  
**Date:** Wednesday, September 15, 2021 12:02:14 PM

---

Thank you! Helps a lot!

How will we find out if they stop it all together? Does it seem like that is even a possibility? Is there somewhere I should be checking daily?

I really appreciate your time. It's been weighing on me heavily as it's my main source of income so the unknown is very hard for me as a single mom.

Best,  
Kristy Dominquez

> On Sep 15, 2021, at 8:51 AM, Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)> wrote:

>

> Hello Kristy,

> Staff will be recommending a permit pathway and limited regulations in an urgency ordinance that will be brought to the City Council on October 12th. The urgency ordinance will be followed with a comprehensive ordinance (with additional regulations/restrictions) early next year.

>

> Ultimately though the decision for how to proceed will be made by the City Council. They could approve the limited urgency ordinance on the 12th, deny it altogether, deny certain aspects of it, add additional regulations, or propose a temporary moratorium while we finish the comprehensive ordinance.

>

> I hope this helps.

> Warmly,

>

> Shari Meads | City Planner

> Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

> Tel. (707) 543-4665 | Fax (707) 543-3269 |

> [smeads@srcity.org](mailto:smeads@srcity.org)

>

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> -----Original Message-----

> From: [klbd82@gmail.com](mailto:klbd82@gmail.com) <[klbd82@gmail.com](mailto:klbd82@gmail.com)>

> Sent: Tuesday, September 14, 2021 8:03 PM

> To: Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)>

> Subject: [EXTERNAL] STR

>

> Hello,

>

> I am reaching out to see if they are completely prohibiting STR or just putting more regulations (like Windsor) on them.

>

> Thank you I'm advance.

>

> Best,

> Kristy Dominquez





**From:** [Megan Finaly](#)  
**To:** [Economic Development](#)  
**Subject:** [EXTERNAL] Agenda item #3.2  
**Date:** Sunday, September 12, 2021 7:52:27 PM

---

I oppose the requirement of a Business Tax Certificate. The county's Transient Occupancy Tax ordinance and scheme are sufficient and the only taxation necessary.

I strongly oppose the limit on the Number of Rental Nights Allowed per Year. I depend on the income in order to pay to own my property and there are many expenses.

I approve of having Short-Term ADU/JADU. Accessory Dwelling Units that are offered short term would allow affordable accommodations to lower and middle income individuals and families, as they are often less expensive than equivalent lodging in a hotel. Short-term rental use of ADU/JADU units offer property owners much more flexibility in how their property is being used. Units can be used by adult children or other family members who have short-term need of housing (school breaks, job change, visiting family). Units can easily be converted to full-time rentals or any other use, as the owner sees fit depending on family needs.

Thank you for the opportunity to speak up about these issues.

Megan

**From:** [Bryan Antonich](#)  
**To:** [Economic Development](#)  
**Subject:** [EXTERNAL] Airbnb issue in our neighborhood  
**Date:** Saturday, September 11, 2021 9:46:39 AM

---

Airbnb in our neighborhood problem

[REDACTED]

Drunks driving, noise complaints to the police, parking in a fire lane. More than the max guests allowed in a STR but that doesn't happen . This needs to be addressed. My wife and I are two nurses locally working long hours during the pandemic, trying to help kids with homework and get enough rest to tackle another day at work (where we are short handed to take care of Covid patients). We bought in a cul de sac to raise our girls in a safe neighborhood. Now with drunks driving in my street, strangers coming and going, not including the risk of one of the four new Covid variants that are after the Delta variant that are coming out. If I wanted to buy next to a hotel I would have but I chose to buy in a safe Rincon Valley cul de sac to raise my kids and relax after a hard shift at work as a Frontline Worker.

Then today August 27th, 2021 I counted (of the ones I saw, saw had already gotten into the Limo), 11 people (max of 10 per the Airbnb) and the limo double parked in a fire lane for a minimum of 15 minutes when it says clear as day no parking. This needs to be addressed!

Sincerely

[REDACTED]

**From:** [Gay](#)  
**To:** [Economic Development](#)  
**Subject:** [EXTERNAL] agenda item #3.2  
**Date:** Saturday, September 11, 2021 9:52:29 AM

---

Hello, my name is Gay Barner.

I am responding to agenda item #3.2.

I am retired and use my vacation rental income to supplement my social security income since my husband died. I have a guest house in the back of my property. I own my home in Santa Rosa. I have a parking bay off of my driveway so that there is no impact on the street parking. People have been doing what I am doing for hundreds of years, all around the world. This is nothing new. Regulating this way to make money is the new factor. Having people NOT be living on their property, running their rental, was probably less common in the past. Maybe that needs to be the requirement: to be living on your rental property and to be a part of your community.

I only have positive interactions with my guests. I meet and greet them. I am considered a Super Host by Airbnb. I have one bed in my guest house. I pay the TOT and BIA quarterly.

I wish to NOT be impacted negatively by the atrocities that are out there. I need this income and feel that I am doing a service to my community. My neighbors use me for their overflow guests when there is a wedding or birthday or around the holidays.

I love my role as an innkeeper. Please let me continue to do so.

Thank you.

**From:** [Emilia Maria D'Anzica](#)  
**To:** [Economic Development](#)  
**Subject:** [EXTERNAL] item #3.2  
**Date:** Saturday, September 11, 2021 6:42:09 AM

---

Hello,

In regards to the SANTA ROSA Short-Term Rentals Ordinance Update to Economic Development Subcommittee, I hope the decision will be made to:

1. Invest in fining people in all of Sonoma illegally and fine them.
2. Crackdown on noise complaints
3. Look at how much \$\$ valid vacation rentals bring into Sonoma County and see it as a positive part of the community's economic development.
4. Remember that the majority of homes being rented are not in the 'affordable' home bracket so they are not being taken away from people for rental purposes or to buy.
5. If Santa Rosa adopts strict measures, you can assume people will
  - rent illegally
  - you lose out on income
  - you lose out on people who are renting legally as we will find other areas to move to, taking away the millions of dollars we are pumping into the economy.

This proposal is being based on a few complaints and taking Sonoma County as a whole in the wrong direction.

Best,

Emilia

--



Emilia D'Anzica (She/Her)  
Partner | Principal Consultant | Growth Molecules  
Host of the [CS Makeover Show](#).

**We jumpstart growth by simplifying Customer Success**

Book a [free consultation](#) with me today.  
Find out why customers love working with us on [G2](#).

---

M +1 (415) 279 7836 E [emilia@growthmolecules.com](mailto:emilia@growthmolecules.com) W [www.growthmolecules.com](http://www.growthmolecules.com)



**From:** [Short Term Rentals](#)  
**To:** [lanfang liu](#)  
**Subject:** RE: [EXTERNAL] Short term rental permit  
**Date:** Wednesday, September 15, 2021 8:57:37 AM  
**Attachments:** [image001.jpg](#)

---

Hello,

The City is currently drafting a short-term rental ordinance to provide a regulatory framework – including permit requirement—for short-term rental uses.

As the City develops this ordinance, it should be noted that:

- STR rental tenants must follow all local regulations including the City's [Noise, Smoking, and Parking Ordinances](#). Unlawful activity and code violations may be reported to the City's Police Department (707-528-5222 for non-emergency calls) or to [Code Enforcement](#) as needed.
- Accessory Dwelling Units (ADU) are already prohibited from being used as short-term rentals pursuant to the City's [ADU Ordinance](#).
- Short-term rental operators must register and pay the City's Transient Occupancy Tax (TOT) and Tourism Business Improvement Area (BIA) assessment. [READ MORE ABOUT TOT & BIA](#)

Please visit the City's [short-term rentals webpage](#) for more information and to follow the project's progress.

Warmly,

Shari

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)



---

**From:** lanfang liu <lanfang.liu1@gmail.com>

**Sent:** Tuesday, September 14, 2021 7:04 PM

**To:** Short Term Rentals <shorttermrentals@srcity.org>

**Subject:** [EXTERNAL] Short term rental permit

Hello, I would like to use my Santa Rosa property for short term rental. Do I need to apply any permit? Could you please detail out the application process?

Thanks

**From:** [Wesley, Shannon](#)  
**To:** [Meads, Shari](#)  
**Subject:** FW: [EXTERNAL] short term rentals  
**Date:** Tuesday, September 21, 2021 10:33:12 AM  
**Attachments:** [image002.jpg](#)

---

Hi Shari,

See below. Please provide a response within 5 business days and cc me for logging. Thank you!

**Shannon Wesley | Senior Administrative Assistant**

City Manager's Office | 100 Santa Rosa Avenue | Santa Rosa, CA 95405

Tel. (707) 543-3011 | Fax (707) 543-3030 [swesley@srcity.org](mailto:swesley@srcity.org)



City of Santa Rosa records, including emails, are subject to the California Public Records Act. Unless exemptions apply, emails sent to City staff or Council members, any attachments, and any replies, are subject to disclosure upon request, and neither the sender nor any recipients should have any expectation of privacy regarding the contents of such communications.

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**From:** Bernadette Burrell <bc1605@gmail.com>  
**Sent:** Friday, September 17, 2021 3:17 PM  
**To:** \_CityCouncilListPublic <citycouncil@srcity.org>  
**Subject:** [EXTERNAL] short term rentals

Hello Council Members,

I am writing this note to let you know about a situation that is happening in our neighborhood. Investors are coming in and buying up homes in the area for Short Term Rentals (STR). You may be familiar with Airbnb and VRBO, these are homes that are rented like a hotel for short term stays. A house next to mine was just purchased for this reason [REDACTED]. These investors just bought [REDACTED] for the same purpose. They don't live in Santa Rosa, they live in San Ramon, Ca. Their only objective is to make money not to be a part of the community. They were red tagged for doing illegal construction, but yet were still allowed to register with TOT and BIA.

I have many concerns why STR should not be allowed in this residential neighborhood, noise, traffic but most of all the loss of a neighborhood community.

The city of Santa Rosa does not have a STR policy or ordinance in place. That means any house in Santa Rosa can be purchased and used for STR. The city has begun to work on STR policy and is asking for input from citizens of Santa Rosa Community. So far, they have heard from investors of STR who are more organized and have a powerful voice. I am asking you please to consider what this is doing to our neighborhoods. It is outrageous that properties can be purchased, call into the city and register to pay TOT and BIA and like magic make it into a hotel. Homes are being advertised as sleeps 15. These homes are nothing short of a hotel party spot for people. If I was to go to the building department and say that I would like to build a 5 bedroom home with 5 bathrooms to rent out on a nightly basis they would tell me neighborhoods are not zoned for that, it would be a commercial zoning. So then I ask you all why are we allowing this to happen? Does the city know how many STR houses are out there? The following are points that I have brought up in my emails to the committee that is putting together the hopeful ordinance that will be in place in the next few months.

I believe they should be restricted in Wild Urban Interface districts which includes Montecito Heights. We have been evacuated far too many times.

STR should be **restricted to on site managed properties. Managers/Owners** need to live on the properties they are renting.

We should not be using the police to control guests in STR, that is a waste of resources.

There should be limits to the amount of STR as they take valuable housing away from our community and diminish the value of the properties located around them.

There should be a website that lists the properties that are STR within Sonoma County. These properties are considered "transient housing" by definition.

Signage should be displayed in the front yard with managers contact information so that neighbors can call with parking, noise issues.

As a citizen of Santa Rosa I am asking you to please make this a priority to get an ordinance in place that does not favor the people that are renting the STR. As I mentioned before they are more organized. They email everyone on their platform and inform them that city/county/municipalities are going to restrict their income. They tell them what to say and give them talking points and numbers to razzle dazzle the tax people. It's just not fair.

I also ask that STR that have been operating do not just get "grandfathered in" . There should not be excessive numbers of STR in neighborhoods. Neighborhoods are not zoned for commercial use.

Thank you for taking the time to read my email. I thank you in advance for your consideration to the points I have brought to your attention.

Respectfully,

Bernadette Burrell

Sent from [Mail](#) for Windows



**From:** [Kristen Philipkoski](#)  
**To:** [Short Term Rentals](#)  
**Subject:** [EXTERNAL] vacation rental permit?  
**Date:** Friday, September 17, 2021 9:59:33 AM

---

Hi there,

My family recently moved to Santa Rosa, and our new home has a cottage on the property. I'm reviewing your website and trying to figure out if we need to obtain a permit to rent it out?

I understand that a short term rental under 30 days is not allowed.

The Sonoma County website seemed to indicate that a permitting process exists, but on the SR city website it seems tax registration is required but not an actual permit.

Could you please help clarify?

Thank you very much in advance!

Best,  
Kristen

Kristen Philipkoski  
[Mean Magazine](#)  
[Forbes](#)  
[Instagram](#), [Pinterest](#)  
415.846.3383

**From:** [Hartman, Clare](#)  
**To:** [Erik Diez](#)  
**Cc:** [Meads, Shari](#); [Short Term Rentals](#)  
**Subject:** RE: [EXTERNAL] STS meeting with Montecito Meadows neighbors  
**Date:** Monday, September 20, 2021 3:21:12 PM

---

Erik,

Thank you for your comments on the short term rental ordinance and for the invitation to meet in your neighborhood this week. Shari Meads, City Planner, and I will be facilitating the process as the urgency ordinance moves to the City Council for their review and consideration on October 12th.

While it may be short notice, Shari and I will make ourselves available on Wednesday at 5pm to meet you in your neighborhood. We are reaching out to additional staff as well to see if additional team members can attend. To adhere to the city's protocols for engagement and in compliance with covid safety, we will definitely need to remain outdoors during the event, and will stay masked and 6 feet apart. Thank you for thinking of that in advance; that is very much appreciated.

See you in the meadow, located across the street from 3159 Montecito Meadows Drive at 5pm on Wednesday.

Meanwhile, to continue to follow the City's progress on the short-term rentals ordinance effort, please continue to track the City's dedicated website: <https://srcity.org/3625/Short-Term-Vacation-Rentals> Any questions or comments can be sent directly to the [shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org) email address: [shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org) All comments sent to this dedicated email will be provided to city staff as well as the City Council for their review and consideration of the item.

Thank you again for the invitation,

Clare

Clare Hartman, AICP | Interim Assistant City Manager  
Community Development & Engagement  
100 Santa Rosa Avenue | Santa Rosa, CA 95404  
Tel. (707) 543-3185|[Chartman@srcity.org](mailto:Chartman@srcity.org)

-----Original Message-----

From: Erik Diez <[erikdiez@comcast.net](mailto:erikdiez@comcast.net)>  
Sent: Sunday, September 19, 2021 12:01 PM  
To: \_CityCouncilListPublic <[citycouncil@srcity.org](mailto:citycouncil@srcity.org)>; De La Rosa, Raissa <[RdelaRosa@srcity.org](mailto:RdelaRosa@srcity.org)>; Cregan, John <[JCregan@srcity.org](mailto:JCregan@srcity.org)>; Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)>; Fleming, Victoria <[VFleming@srcity.org](mailto:VFleming@srcity.org)>; Meads, Shari <[SMeads@srcity.org](mailto:SMeads@srcity.org)>; Hartman, Clare <[CHartman@srcity.org](mailto:CHartman@srcity.org)>; Sawyer, John <[jsawyer@srcity.org](mailto:jsawyer@srcity.org)>  
Cc: Paul Olin <[szpgolin@gmail.com](mailto:szpgolin@gmail.com)>; Paul & Cary Olin <[pgolin@ucdavis.edu](mailto:pgolin@ucdavis.edu)>; Dale Sessions <[dale@daledesignsf.com](mailto:dale@daledesignsf.com)>; Monica Bryant <[monica.le.bryant@gmail.com](mailto:monica.le.bryant@gmail.com)>; Cary Olin <[cbolin@dslextreme.com](mailto:cbolin@dslextreme.com)>; Cindy Zinnamon <[czinnamon@sbcglobal.net](mailto:czinnamon@sbcglobal.net)>; Mike Franks <[Code3gt@gmail.com](mailto:Code3gt@gmail.com)>; Paul Pedersen <[pedfam05@sbcglobal.net](mailto:pedfam05@sbcglobal.net)>; Peter Arnold <[lagnaf@sonic.net](mailto:lagnaf@sonic.net)>; Tamao Ebisawa Arnold <[ebikuma@icloud.com](mailto:ebikuma@icloud.com)>; Vicki Ono <[noflats@sonic.net](mailto:noflats@sonic.net)>; Erik Diez <[erik\\_diez@keysight.com](mailto:erik_diez@keysight.com)>; Patty LaVine <[pattylavine2630@gmail.com](mailto:pattylavine2630@gmail.com)>; Lise Luttgens <[lise@liseluttgens.com](mailto:lise@liseluttgens.com)>; [davidfrank2425@gmail.com](mailto:davidfrank2425@gmail.com);  
[laurasalo2425@gmail.com](mailto:laurasalo2425@gmail.com)  
Subject: [EXTERNAL] STS meeting with Montecito Meadows neighbors

Hello Santa Rosa leaders,

Thank you for the ongoing work that all of you doing towards the development of Short Term Rental regulations for Santa Rosa. This is long overdue, and your efforts are greatly appreciated.

As you are well aware, many of us in the Montecito Meadows neighborhood have been greatly affected by an STR home in our midst. We would very much like to meet with as many of you as possible to discuss our concerns and desires for what should be included in the proposed regulations. We believe it's also very important for you to see with your own eyes how the location the STR impacts so many people in our neighborhood. We would like to invite you to visit our neighborhood to meet with us, have a discussion about the proposed regulations.

We propose a meeting this week, on Wednesday, September 22, at 5:00 pm. We estimate it would last about 1 hour, with 30 - 45 minutes of discussion followed by a short walk around the neighborhood to better understand they physical layout and why the STR has had such a negative affect on so many of us. We realize you all have busy schedules and other commitments, so we are very flexible on the date and time of the meeting (many of us either work from home or are retired). If a different date/time is more convenient, please let us know. Our primary request is that the meeting be held as soon as possible so that we can provide meaningful input on the proposed regulations while they are under development.

To keep things as Covid-safe as possible, we can meet outdoors in our meadow, located across the street from 3159 Montecito Meadows Drive. We're a highly vaccinated group of neighbors, and of course, we'll all wear masks and observe social distancing protocols.

Sincerely,

Erik Diez  
2615 Fir Park Way  
Santa Rosa, CA 95404  
phone: (707) 292-7509  
email: erikdiez@comcast.net

**From:** [Mark Jacobson](#)  
**To:** [Economic Development](#); [Meads, Shari](#); [Fleming, Victoria](#); [Rogers, Chris](#); [Sawyer, John](#); [Rogers, Natalie](#)  
**Subject:** [EXTERNAL] Short term rentals  
**Date:** Sunday, September 19, 2021 1:43:11 PM

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As a city we can no longer put our heads in the sand and ignore the onslaught of short term rentals. We no longer can tolerate NOT having rules and regulations regarding short term rentals. I would strongly suggest a moratorium on allowing any more rentals from being established until definite rules have been implaced . I live in a wild Interface district with a history of evacuations from fire danger. Inviting strangers into our neighborhood with no understanding of the risks that surround us puts us all at risk. These neighborhoods should have significant regulations on corporate owners to insure neighborhood safety or restricted to owners who live in/on their property. We are already having issues with housing for those who work in our community and to take housing off the market for out of town guests is a topic of discussion. Required signage in the front yards that is visible to all with manager contact information would facilitate full time neighbors ability to deal with parking, noise or other issues. These are a few suggestions I would make to be considered. I expect there are several communities in California who have already established these types of regulations and have withstood the onslaught of lawsuits that corporate owners may bring. These would be a good starting point once the moratorium has been established until these regulations can be instituted.

Thank you for you kind consideration , Mark Jacobson, MD

Sent from my iPad

**From:** [Monica Jacobson](#)  
**To:** [Meads, Shari](#)  
**Subject:** [EXTERNAL] Please create a Short term rental policy before allowing continued permitting  
**Date:** Sunday, September 19, 2021 11:12:20 AM

---

Dear Jamie Smeads,

Please persevere our neighborhood community.

Recently several homes have been purchased in our neighborhood 95404, Manzanita and Los Olivos streets for the purpose of converting single family dwellings to short term rentals. This is an old heritage neighborhood, established without HOA protection or policies. My concern is an impact on our quiet neighborhood in increased noise, traffic and most important a loss of community.

Before anymore properties are sold as STR there needs to be solid city policy, until then, please enact a moratorium on the sale of properties for this purpose. Cohesive rules and ordinances that govern the STR rentals need to be in place.

This area as well as Montecito Heights, and Scenic Brush creek in Wild Urban interface should have STR restrictions. We have been evacuated many times and need a solid neighborhood community to manage and support each other as we have in these emergencies, changing to too many STR would impact our safety.

STR should be restricted to managers or owners on site, living on the properties they are renting.

Limits to the number of STR allowed in a neighborhood or radial mile areas. As they take up valuable housing away from our citizens, and diminish the value of properties around them.

Signage should be displayed in the front yard with managers contact information so that neighbors can call with parking and noise issues.

LASTLY, the city needs to provide a website that lists properties that are STR in Sonoma County, as these are considered transient housing.

Please protect the citizens of Santa Rosa from outside property owners with disregard for our community through limits to Short Term Rental property conversions. This trend will not improve the economics or quality of life for the citizens of Santa Rosa without cohesive policy.

Thank you,  
Monica Jacobson



Sent from my iPad

**From:** [De La Rosa, Raissa](#)  
**To:** [Patty LaVine](#); [Erik Diez](#)  
**Cc:** [\\_CityCouncilListPublic](#); [Cregan, John](#); [Short Term Rentals](#); [Fleming, Victoria](#); [Meads, Shari](#); [Hartman, Clare](#); [Sawyer, John](#); [Paul Olin](#); [Paul & Cary Olin](#); [Dale Sessions](#); [Monica Bryant](#); [Cary Olin](#); [Cindy Zinnamon](#); [Mike Franks](#); [Paul Pedersen](#); [Peter Arnold](#); [Tamao Ebisawa Arnold](#); [Vicki Ono](#); [Erik Diez](#); [Lise Luttgens](#); [davidfrank2425@gmail.com](#); [laurasalo2425@gmail.com](#)  
**Subject:** RE: [EXTERNAL] Re: STS meeting with Montecito Meadows neighbors  
**Date:** Monday, September 20, 2021 11:36:27 AM

---

Hi there -

Thank you for your email and continued expression of your understandable frustration while also helping to seek a workable solution. Clare Hartman is the staff lead on this issue and I will follow up with her to ensure she sees this request for a meeting, and whether this Wednesday at 5 will work for staff. I know there are at least a couple of obligations that evening for some of us, but Clare and others may be available to attend; she'll let you know.

Until then, here is a short update:

Our efforts toward creating an interim urgency ordinance that is scheduled to be heard at Council on October 12, as well as our concurrent efforts toward writing a comprehensive ordinance have an interdepartmental staff group meeting \*at least\* once a week. Council has provided direction to staff, and the expectation now is that staff work with stakeholders to craft the 2 phases of the ordinance to bring to Council for action. This is to say, Council is not likely available for a meeting this week, nor might it be appropriate for them to attend as a group. Most of our councilmembers work in addition to their duties as elected officials, and, on top of that, may be participating in an annual conference for elected officials this week. Also, the Brown Act precludes a quorum from attending and coordination would be needed, so it may be easiest to work directly with staff.

Lastly, for context, while it is true that unless one lives in your neighborhood, one would not have your exact experience. That said, we are familiar with the issues not just from responding to calls and complaints to your neighborhood, and researching that and other areas, but many if not most of us have our own experiences in our own neighborhoods. I cannot reiterate fervently enough that all of us (staff AND Council) truly do take your plight seriously and truly are actively working on a solution that can address your particular situation as well as serve the rest of the city in which STRs also exist.

Thank you for being present on this issue and continuing to push for change. This is a great example of how the efforts of one community can positively affect an entire city - your voice is noted and appreciated!

Raissa de la Rosa | Economic Development Division Director  
Tel. (707) 543-3059 | Fax (707) 543-3317 | [rdelaros@srcity.org](mailto:rdelaros@srcity.org)

-----Original Message-----

From: Patty LaVine <[pattylavine2630@gmail.com](mailto:pattylavine2630@gmail.com)>  
Sent: Sunday, September 19, 2021 8:07 PM  
To: Erik Diez <[erikdiez@comcast.net](mailto:erikdiez@comcast.net)>  
Cc: [\\_CityCouncilListPublic](mailto:_CityCouncilListPublic) <[citycouncil@srcity.org](mailto:citycouncil@srcity.org)>; De La Rosa, Raissa <[RdeLaRosa@srcity.org](mailto:RdeLaRosa@srcity.org)>; Cregan, John <[JCregan@srcity.org](mailto:JCregan@srcity.org)>; Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)>; Fleming, Victoria <[VFleming@srcity.org](mailto:VFleming@srcity.org)>; Meads, Shari <[SMeads@srcity.org](mailto:SMeads@srcity.org)>; Hartman, Clare <[CHartman@srcity.org](mailto:CHartman@srcity.org)>; Sawyer, John <[jsawyer@srcity.org](mailto:jsawyer@srcity.org)>; Paul Olin <[szpgolin@gmail.com](mailto:szpgolin@gmail.com)>; Paul & Cary Olin <[pgolin@ucdavis.edu](mailto:pgolin@ucdavis.edu)>; Dale Sessions <[dale@daledesignsf.com](mailto:dale@daledesignsf.com)>; Monica Bryant <[monica.le.bryant@gmail.com](mailto:monica.le.bryant@gmail.com)>; Cary Olin <[cbolin@dslextreme.com](mailto:cbolin@dslextreme.com)>; Cindy Zinnamon <[czinnamon@sbcglobal.net](mailto:czinnamon@sbcglobal.net)>; Mike Franks <[Code3gt@gmail.com](mailto:Code3gt@gmail.com)>; Paul Pedersen <[pedfam05@sbcglobal.net](mailto:pedfam05@sbcglobal.net)>; Peter Arnold <[lagnaf@sonic.net](mailto:lagnaf@sonic.net)>; Tamao Ebisawa Arnold <[ebikuma@icloud.com](mailto:ebikuma@icloud.com)>; Vicki Ono <[noflats@sonic.net](mailto:noflats@sonic.net)>; Erik Diez <[erik\\_diez@keysight.com](mailto:erik_diez@keysight.com)>; Lise Luttgens <[lise@liseluttgens.com](mailto:lise@liseluttgens.com)>; [davidfrank2425@gmail.com](mailto:davidfrank2425@gmail.com); [laurasalo2425@gmail.com](mailto:laurasalo2425@gmail.com)  
Subject: [EXTERNAL] Re: STS meeting with Montecito Meadows neighbors

Thank you very much, Eric.

It's hard to understand what our neighborhood is actually dealing with, almost every weekend, without being here. Harry has completely disregarded any concerns or complaints of our neighbors over the past 3 years and has done nothing to discontinue the perception,online, that 2636 is a party house.

I look ditto continuing the honest conversation about the reality of our neighbors.

Patty LaVine

> On Sep 19, 2021, at 12:01 PM, Erik Diez <erikdiez@comcast.net> wrote:

>

> Hello Santa Rosa leaders,

>

> Thank you for the ongoing work that all of you doing towards the development of Short Term Rental regulations for Santa Rosa. This is long overdue, and your efforts are greatly appreciated.

>

> As you are well aware, many of us in the Montecito Meadows neighborhood have been greatly affected by an STR home in our midst. We would very much like to meet with as many of you as possible to discuss our concerns and desires for what should be included in the proposed regulations. We believe it's also very important for you to see with your own eyes how the location the STR impacts so many people in our neighborhood. We would like to invite you to visit our neighborhood to meet with us, have a discussion about the proposed regulations.

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> We propose a meeting this week, on Wednesday, September 22, at 5:00 pm. We estimate it would last about 1 hour, with 30 - 45 minutes of discussion followed by a short walk around the neighborhood to better understand they physical layout and why the STR has had such a negative affect on so many of us. We realize you all have busy schedules and other commitments, so we are very flexible on the date and time of the meeting (many of us either work from home or are retired). If a different date/time is more convenient, please let us know. Our primary request is that the meeting be held as soon as possible so that we can provide meaningful input on the proposed regulations while they are under development.

>

> To keep things as Covid-safe as possible, we can meet outdoors in our meadow, located across the street from [REDACTED]. We're a highly vaccinated group of neighbors, and of course, we'll all wear masks and observe social distancing protocols.

>

> Sincerely,

>

> Erik Diez

>

> [REDACTED]

>

>

**From:** [Gabe Duran](#)  
**To:** [Short Term Rentals](#)  
**Subject:** [EXTERNAL] 1011 Borden Villa short term rental possibility  
**Date:** Thursday, September 9, 2021 4:47:29 PM

---

Hi,

I've got a client who is interested in purchasing the property noted above and is curious if he would potentially be able to use it as a short term rental. Are there any restrictions in place that would not allow this? Any info. would be greatly appreciated.

Best Regards,



**Gabe Duran**

CalRE#: 02047969

REALTOR® | Coldwell Banker Residential Brokerage  
600 Bicentennial Way Ste. 100 | Santa Rosa, Ca 95403

M: 707.696.2382 | E: [GabeGetsYouHome@gmail.com](mailto:GabeGetsYouHome@gmail.com)

RENE | Real Estate Negotiation Expert Certified

[Santa Rosa Market Report](#) [Rohnert Park Market Report](#)

[Windsor Market Report](#) [Petaluma Market Report](#)

[Sebastopol Market Report](#) [Cotati Market Report](#)

*Gabe Duran/Coldwell Banker has not verified information provided by others in written or other form, and assumes no legal responsibility for its accuracy. Buyers should investigate the accuracy of such information to their own satisfaction.*



**From:** [Jan Gilman](#)  
**To:** [Economic Development](#); [Meads, Shari](#); [Short Term Rentals](#)  
**Cc:** [Rogers, Chris](#); [Fleming, Victoria](#); [Tibbetts, Jeff](#); [Schwedhelm, Tom](#); [Alvarez, Eddie](#); [Sawyer, John](#); [Rogers, Natalie](#)  
**Subject:** [EXTERNAL] Short Term Vacation Rentals  
**Date:** Monday, September 20, 2021 5:18:33 PM

---

To: Santa Rosa Development Administrators; Short Term Rental Administrators; City Council Members

Re: STVR in Santa Rosa

Please regulate Short Term Vacation Rentals in Santa Rosa

As an owner for over 15 years of a vacation rental in Hawaii, I am concerned about the proliferation of unlicensed STVRs in Santa Rosa.

STVRs can add value to a community. By bringing tourism into the community they increase business opportunities for local tourism based business, increase the tax base and add to the positive visibility of a community. They offer an opportunity for families to vacation together in a more relaxed structure than the typical hotel. They have become an important fixture in the sharing economy.

However, I am alarmed that they can appear unlicensed and uncontrolled in my neighborhood of Montecito Heights. I am alarmed that 2 large homes with swimming pools have been purchased across my narrow city street from each other. The individual owners have recently applied for Transient Occupancy tax numbers. Together these homes have 9 bedrooms and 7 baths, perfect for quiet family reunions but also raucous parties. There appears to be no ordinances prohibiting the owners of these large homes to control traffic, noise, size of gatherings or respect the county's water conservation. Most alarmingly, we live in a high risk area for fire. Our neighborhood has recently requested and received a fire mitigation consultation from Will Powers of the Santa Rosa Fire Dept because of our community concern. We will have no assurance that STVR guests will be cognizant of fire risks nor evacuation procedures placing greater strain on all of our fire resources.

I believe the City of Santa Rosa needs to declare a moratorium on all new STVR until the following concerns can be addressed.

- [if !supportLists]-->•<!--[endif]-->Designated local agent available 24/7 for each STVR
- [if !supportLists]-->•<!--[endif]-->Name, address and contact information for owner
- [if !supportLists]-->•<!--[endif]-->Minimum standards for the safety of each unit vis a vis fire
- [if !supportLists]-->•<!--[endif]-->Minimum standards for the safety and security of the neighborhood vis a vis number of cars per unit
- [if !supportLists]-->•<!--[endif]-->Maximum occupancy per unit
- [if !supportLists]-->•<!--[endif]-->Minimum nightly stay

--[if !supportLists]-->•<!--[endif]-->City oversight of all infractions paid for by annual usage fee per unit

There are many models for these ordinances enacted by cities throughout the US and by local municipalities in Sonoma County including City of Healdsburg.

If the city is unprepared to take on this measure of control, I'm afraid these units will proliferate. They have already increased the property value of our neighborhood out of reach of many local families. It will certainly reduce the quiet enjoyment we all require as a condition of living, working and contributing to the City of Santa Rosa.

Thank you for your consideration,

Jan Levinson Gilman, Ph.D

**From:** [Jan Gilman](#)  
**To:** [Economic Development](#); [Meads, Shari](#); [Short Term Rentals](#)  
**Cc:** [Rogers, Chris](#); [Fleming, Victoria](#); [Tibbetts, Jeff](#); [Schwedhelm, Tom](#); [Alvarez, Eddie](#); [Sawyer, John](#); [Rogers, Natalie](#)  
**Subject:** [EXTERNAL] Short Term Vacation Rentals  
**Date:** Monday, September 20, 2021 5:18:33 PM

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To: Santa Rosa Development Administrators; Short Term Rental Administrators; City Council Members

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Thank you for your consideration,

Jan Levinson Gilman, Ph.D

**From:** [code](#)  
**To:** [juliakwitchoff@sbcglobal.net](mailto:juliakwitchoff@sbcglobal.net); [Short Term Rentals](#)  
**Cc:** [Wesley, Shannon](#)  
**Subject:** RE: [EXTERNAL] Property at 664 Tupper St  
**Date:** Tuesday, September 21, 2021 10:59:59 AM

---

Julia,

Thank you for your email. Unfortunately, we currently do not have a short term rental ordinance. We are currently working on presenting one in front of council.

Regarding the fence, there is a Code Enforcement case currently open. It is assigned to Code Enforcement Officer Megan Lackie who can be reached at [mlackie@srcity.org](mailto:mlackie@srcity.org)

Thank you,

Natalie Miller | Senior Admin Assistant  
Planning and Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404  
Tel. (707) 543-4659 | [nmiller@srcity.org](mailto:nmiller@srcity.org)

-----Original Message-----

From: julia kwitchoff <[juliakwitchoff@sbcglobal.net](mailto:juliakwitchoff@sbcglobal.net)>  
Sent: Tuesday, February 16, 2021 1:50 PM  
To: \_CityCouncilListPublic <[citycouncil@srcity.org](mailto:citycouncil@srcity.org)>  
Subject: [EXTERNAL] Property at 664 Tupper St

I have some changes the houses at [REDACTED] we live next door at [REDACTED]. I understand that the original house will now be used as an airbnb and I have concerns (and complaints)!. The owner got a b permit to build ab ADU on the property to increase housing, how is now using the original house as an airbnb increasing housing. Also as stated in the PD yesterday dealing enrollment in the schools is being accelerated by vacation rentals, so why another airbnb?

2. The owner has advertised that there is "plenty of street parking". Well there is not. She also says she has permits to park on the street. How does she get these? We each on the block get one and the house sleeps 6. A number of us on Tupper have no off street parking and need to park in front of our homes, we on the street know each other and respect this. We are a neighborhood and want to remain as such.

Another concern I have is the height of the fence on the Brown St side of the property. It seems too high for the regulations as I read them.

Also the ADU seems bigger that the sight plans indicated. It was supposed to be 8' from the existing house and its much closer.

I would appreciate any thing you can do about these things.  
Sincerely

Julia Kwitchoff

**From:** [Short Term Rentals](#)  
**To:** [lanfang liu](#)  
**Subject:** RE: [EXTERNAL] Short term rental permit  
**Date:** Tuesday, September 21, 2021 3:13:00 PM  
**Attachments:** [image001.jpg](#)

---

Hi,

Currently the only restriction would be if the unit is an ADU or an affordable housing restricted unit.

Note that on October 12<sup>th</sup> staff will be recommending to the Council that all short-term rental owners be required to apply for a permit and follow certain restrictions. The short-term rentals website provided below is the best place to check back for updates.

Warmly,  
Shari

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)



---

**From:** lanfang liu <lanfang.liu1@gmail.com>  
**Sent:** Tuesday, September 21, 2021 12:02 PM  
**To:** Short Term Rentals <shorttermrentals@srcity.org>  
**Subject:** Re: [EXTERNAL] Short term rental permit

Thank you for the information.

Is there any restrictions to the address below?



Thanks

On Wed, Sep 15, 2021, 8:57 AM Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)> wrote:

Hello,

The City is currently drafting a short-term rental ordinance to provide a regulatory framework – including permit requirement—for short-term rental uses.

As the City develops this ordinance, it should be noted that:

- STR rental tenants must follow all local regulations including the

City's [Noise, Smoking, and Parking Ordinances](#). Unlawful activity and code violations may be reported to the City's Police Department (707-528-5222 for non-emergency calls) or to [Code Enforcement](#) as needed.

- Accessory Dwelling Units (ADU) are already prohibited from being used as short-term rentals pursuant to the City's [ADU Ordinance](#).
- Short-term rental operators must register and pay the City's Transient Occupancy Tax (TOT) and Tourism Business Improvement Area (BIA) assessment. [READ MORE ABOUT TOT & BIA](#)

Please visit the City's [short-term rentals webpage](#) for more information and to follow the project's progress.

Warmly,  
Shari

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)



---

**From:** lanfang liu <[lanfang.liu1@gmail.com](mailto:lanfang.liu1@gmail.com)>

**Sent:** Tuesday, September 14, 2021 7:04 PM

**To:** Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)>

**Subject:** [EXTERNAL] Short term rental permit

Hello, I would like to use my Santa Rosa property for short term rental. Do I need to apply any permit? Could you please detail out the application process?

Thanks

**From:** [rick](#)  
**To:** [Hartman, Clare](#); [Meads, Shari](#); [Fleming, Victoria](#)  
**Subject:** [EXTERNAL] Short term rentals  
**Date:** Wednesday, September 22, 2021 8:58:12 AM  
**Attachments:** [Suggestions for Short Term Rentals Urgency Ordinance.docx](#)

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Clair and Shari, We are all looking forward to your attendance at the Montecito Meadows neighborhood gathering. Hopefully, you will come away with a new sense of how adversely these properties are affecting our neighborhoods. On your way to Montecito Meadows, you might stop by [REDACTED] which is another Airbnb property. Yesterday and last evening there were between 12 and 15 cars, a Uhaul truck and a few rental vans seemingly setting up for an event. They continue to prepare today, so you might get a sense of the magnitude. I've, also, taken the liberty of attaching our suggestions for the provisions that an urgency ordinance should include. We feel very strongly that if the ordinance does not have enough teeth in the way of citations, fines and ultimate closures that it will simply be ignored.

Thank you for your continued interest in doing what is best for the people who live and work in Santa Rosa.

Best regards, Rick Abbott

Sent from [Mail](#) for Windows



**From:** [Kristen Madsen](#)  
**To:** [De La Rosa, Raissa](#)  
**Cc:** [Meads, Shari](#)  
**Subject:** RE: [EXTERNAL] Questions re: vacation rentals...  
**Date:** Wednesday, September 22, 2021 12:02:48 PM  
**Attachments:** [image001.jpg](#)  
[image002.jpg](#)  
[image003.jpg](#)

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This is all great, Raissa – and quick. Thanks so much for the response.  
And Shari – nice to e-meet you. Let me circle back with our immediate neighbors and if we have additional specific questions, we'll get back to you. Or if there is anything you would add to what Raissa has sent, please definitely send that along as well.

Thanks!

km



Kristen Madsen, Director  
141 Stony Circle, #130  
Santa Rosa, CA 95401  
707-565-6120

*The Creative Sonoma team is working from home.*

---

**From:** De La Rosa, Raissa <RdelaRosa@srcity.org>  
**Sent:** Wednesday, September 22, 2021 11:43 AM  
**To:** Kristen Madsen <Kristen.Madsen@sonoma-county.org>  
**Cc:** Meads, Shari <SMeads@srcity.org>  
**Subject:** RE: [EXTERNAL] Questions re: vacation rentals...

## **EXTERNAL**

It is crazy and maddening that the city is just getting inundated with people buying or repurposing their houses here for that purpose. Initially it felt like such a struggle to move the development of an ordinance on a faster pace given the impact on our community of the bad actors, but it's full steam ahead now.

I've copied Shari on this email as she's definitely the knowledge holder on this topic and a wealth of information. The ordinance is being driven out of Planning, but multiple divisions/departments are involved so we can consider all issues and solutions particularly for the comprehensive ordinance. In the meantime, a core resources to follow the City's efforts is this website:

<https://srcity.org/3625/Short-Term-Vacation-Rentals>

- An urgency ordinance will be heard at Council on 10/12 that addresses immediate need for regulations due to potential for community nuisance, public safety risk during fire season, impacts to housing stock, and need for pandemic related response.
- A comprehensive ordinance is also under work and will be brought to Council for

consideration some time in early 2022. This site will have info on that as new information is developed.

Lastly, we're hosting a public meeting on September 29, 2021, from 5:30 to 7 p.m. to discuss the proposed Short-Term Rental Urgency Ordinance with short-term rental owners and others who benefit from the short-term rental industry. While all members of the public are welcome to attend, the meeting specifically for those who operate and own short-term rental properties within the Santa Rosa City limits. To participate in the meeting, you can join as follows:

- **Online using the following link** <https://srcity-org.zoom.us/j/89983736818>
- **Or by phone at** (888) 475 4499 (Toll Free); Use Meeting ID: 899 8373 6818

Hope this helps!

Best,

Raissa

**Raissa de la Rosa | Economic Development Division Director**

Tel. (707) 543-3059 | Fax (707) 543-3317 | [rdelarosa@srcity.org](mailto:rdelarosa@srcity.org)



---

**From:** Kristen Madsen <[Kristen.Madsen@sonoma-county.org](mailto:Kristen.Madsen@sonoma-county.org)>

**Sent:** Wednesday, September 22, 2021 10:28 AM

**To:** De La Rosa, Raissa <[RdelaRosa@srcity.org](mailto:RdelaRosa@srcity.org)>

**Subject:** [EXTERNAL] Questions re: vacation rentals...

Hi there,

I imagine you have so many more questions on vacation rentals than you want ... so I hesitate to add myself to the list. I'm actually wondering if you have a name of the person in the city who is most knowledgeable about where we are on a city ordinance as well as enforcement issues that you could introduce me to (so I won't have to bother you again). We have a brand new vacation rental that just entered the rental pool across the street from us. We have questions and concerns, and have already submitted comments at the city meetings as you all make your plans for moving forward. That said, it would be really helpful for us all to get a little smarter. I won't go into the details here, but there are already things on the website that is listing the rental that indicate it is out of compliance ... or about to be.

Is there anyone you can point us to for a conversation?

Any help you can offer – or advice you are giving to neighbors – would be really helpful.

Thanks!

km



Kristen Madsen, Director  
141 Stony Circle, #130  
Santa Rosa, CA 95401

707-565-6120

*The Creative Sonoma team is working from home.*

**THIS EMAIL ORIGINATED OUTSIDE OF THE SONOMA COUNTY EMAIL SYSTEM.**

**Warning:** If you don't know this email sender or the email is unexpected,  
**do not** click any web links, attachments, and **never** give out your user ID or password.

**From:** [Hartman, Clare](#)  
**To:** [rick](#); [Meads, Shari](#)  
**Cc:** [Fleming, Victoria](#); [Dale Sessions](#); [David Long](#); [Cregan, John](#); [Sawyer, John](#); [Jack Tibbetts](#)  
**Subject:** RE: [EXTERNAL] STR event last night at 2611 Sunrise  
**Date:** Thursday, September 23, 2021 2:17:18 PM  
**Attachments:** [image001.jpg](#)

---

Rick,

Pleasure meeting you and your neighbors last night. That was well worth our time. We did take in your concerns and those along with any comments received will be collected and forwarded to the Council. I am sorry to hear about your continued issues with the Sunrise property. It is our hope that the urgency ordinance will provide staff tools to address it while we work on a more comprehensive approach.

**Clare Hartman, AICP | Interim Assistant City Manager**

Community Development & Engagement  
100 Santa Rosa Avenue | Santa Rosa, CA 95404  
Tel. (707) 543-3185 | [Chartman@srcity.org](mailto:Chartman@srcity.org)



---

**From:** rick <[abbsfam@sonic.net](mailto:abbsfam@sonic.net)>

**Sent:** Thursday, September 23, 2021 8:52 AM

**To:** Hartman, Clare <[CHartman@srcity.org](mailto:CHartman@srcity.org)>; Meads, Shari <[SMeads@srcity.org](mailto:SMeads@srcity.org)>

**Cc:** Fleming, Victoria <[VFleming@srcity.org](mailto:VFleming@srcity.org)>; Dale Sessions <[dale@daledesignsf.com](mailto:dale@daledesignsf.com)>; David Long <[davidfrank2425@gmail.com](mailto:davidfrank2425@gmail.com)>; Cregan, John <[JCreagan@srcity.org](mailto:JCreagan@srcity.org)>; Sawyer, John <[jsawyer@srcity.org](mailto:jsawyer@srcity.org)>; Jack Tibbetts <[jtibbetts18@gmail.com](mailto:jtibbetts18@gmail.com)>

**Subject:** [EXTERNAL] STR event last night at 2611 Sunrise

Clair and Shari, Thank you so much for attending our neighborhood gathering last night. We all appreciate the keen interest you are taking in working to resolve the issues we as a community face with STR's. We look forward to seeing the draft ordinance.

You should be aware of the event that was held last night at 2611 Sunrise Ave. When I inquired of one of the attendees what was going on, he stated it was a "cannabis industry event". That event attracted well in excess of 30 cars which were parked along our one way street as well as several adjacent streets. Shuttle buses were, also, used to transport additional attendees to the residence. At one point, the street was blocked so that no one could proceed downhill and residents in the neighborhood were forced to turn back against the one way traffic just to get out of the area. Needless to say, if we had to evacuate due to a fire, no one would have been able to use Sunrise Ave to exit the area. The police were called by numerous people to report the traffic blockage and the event itself. This is not the first corporate event held at this location. All previous ones have, also, generated excessive traffic and parking issues. These are exactly the types of commercial events that need to be banned from residential areas.

We hope you will include a moratorium on further STR's while working to draft a more permanent ordinance. We, also, hope that you include a mechanism to address these nuisance properties in real time-not the code enforcement process that can be ignored for lengthy periods with no change.

Thanks again for your diligence. Let's get this right the first time.

Regards, Rick Abbott

Sent from [Mail](#) for Windows



**From:** [Erik Diez](#)  
**To:** [Meads, Shari](#)  
**Cc:** [Erik Diez](#)  
**Subject:** [EXTERNAL] STR Meeting at Montecito Meadows  
**Date:** Wednesday, September 22, 2021 11:44:53 PM

---

Hi Shari,

Hi Victoria,

I just wanted to thank you again for taking the time to meet with our neighbors this afternoon. All of us really appreciate it. We hope our stories and feedback were helpful for you and the entire team of Santa Rosa city personnel working on this issue and look forward to continued dialogue with you and the other city leaders as you work towards building a strong set of STR regulations.  
Thanks for your work to make Santa Rosa a better place to live.

Best regards,  
Erik Diez

**From:** [Short Term Rentals](#)  
**To:** [Daniel Farris](#); [Short Term Rentals](#)  
**Cc:** [Shawn Tetard](#)  
**Subject:** RE: [EXTERNAL] Short Term Rental Permit  
**Date:** Friday, September 24, 2021 10:25:08 AM

---

Hi Daniel,

If the Council adopts the ordinance on October 12th, that is when you will need to apply for a permit. Currently there is no permit required. That said, as stated on the webpage, short-term rentals must register for Transient Occupancy Tax (TOT) payments.

Warmly,

Shari Meads | City Planner  
Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404  
Tel. (707) 543-4665 | Fax (707) 543-3269 |  
smeads@srcity.org

-----Original Message-----

From: Daniel Farris <danielfarris67@yahoo.com>  
Sent: Friday, September 24, 2021 10:10 AM  
To: Short Term Rentals <shorttermrentals@srcity.org>  
Cc: Shawn Tetard <shawn.tetard@yahoo.com>  
Subject: Re: [EXTERNAL] Short Term Rental Permit

Hello Shari,

This information is great to have will be helpful. For the time being how do we apply today for a permit for short term rentals?

My wife owns a rental property and took the required online test but there doesn't seem to be a permit process or way to get a short term rental permit?

Does the city not have a short term rental permit or notification we can get for the property?

Thank you,

Daniel

> On Sep 24, 2021, at 9:54 AM, Short Term Rentals <shorttermrentals@srcity.org> wrote:

>

> Hello Daniel,

> The City is in the process of adopting a short-term rentals urgency ordinance which will be followed by a more comprehensive ordinance in 2022. You can read about the project at <https://srcity.org/3625/Short-Term-Vacation-Rentals>. Note that the Draft Urgency Ordinance which will be considered by the Council on October 12th will be posted to the site at around noon today.

> I hope this helps.

>

> Shari Meads | City Planner

> Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa

> Rosa, CA 95404 Tel. (707) 543-4665 | Fax (707) 543-3269 |

> smeads@srcity.org

>

>

>

>

>

>

> -----Original Message-----

> From: Daniel Farris <danielfarris67@yahoo.com>

> Sent: Wednesday, September 22, 2021 6:37 PM

> To: Short Term Rentals <shorttermrentals@srcity.org>

> Cc: Shawn Tetard <shawn.tetard@yahoo.com>

> Subject: [EXTERNAL] Short Term Rental Permit

>

> Hello,

>

> My wife and I are considering turning our Single Family Residence property at 5081 Santa Rosa Creek Drive Santa Rosa CA 95409 into a short term rental.

>

> It's currently rented as a long term rental but we are wanting to turn the property into an Airbnb in the near future once the tenants vacate the property.

>

> How do we apply for the permit for short term rentals?

>

> Any help is appreciated.

>

> Thank you,

>

>

> Daniel Farris



**From:** [Rob Ayala](#)  
**To:** [Short Term Rentals](#)  
**Subject:** Re: [EXTERNAL] STR Draft Ordinance Comments  
**Date:** Friday, September 24, 2021 2:30:04 PM

---

WOW! You gave me chest pains. Thanks for your responsiveness :)

On Fri, Sep 24, 2021 at 2:13 PM Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)> wrote:

Hello Rob,  
I am pleased to admit that was an oversight and NMU zoning districts have been added.  
Warmly,  
Shari

Shari Meads | City Planner  
Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA  
95404  
Tel. (707) 543-4665 | Fax (707) 543-3269 |  
[smeads@srcity.org](mailto:smeads@srcity.org)

-----Original Message-----

From: Rob Ayala <[dreadpiraterobby@gmail.com](mailto:dreadpiraterobby@gmail.com)>  
Sent: Friday, September 24, 2021 1:08 PM  
To: Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)>  
Subject: [EXTERNAL] STR Draft Ordinance Comments

Name Robert Ayala

Address : [REDACTED]

Pertaining to 20-48.040 Short Term Rental Permit Requirements.

B & C.

My property is in an NMU area. It seems STR will not be allowed here. This is an ideal location for short term rentals as there are no residents nearby to disturb. I'm not sure why it would be allowed in residential areas but not downtown. This was exactly the opposite tone the meeting seemed to convey. Please explain and or make an exception. Unless I misunderstand the ordinance. Thank you

**From:** [Ted Hollen](#)  
**To:** [Short Term Rentals](#)  
**Subject:** [EXTERNAL] Short term rental ordinance  
**Date:** Thursday, September 23, 2021 6:49:24 PM

---

Hello,

Can you please send me a copy of the ordinance that is being proposed?

Thank you,

Ted Hollen III

Real Equity Real Estate

Real Equity Partners, LLC

1301 Farmers Lane Suite 302  
Santa Rosa, CA 95405

Cell: 707-694-8200

Email: [hollen3@gmail.com](mailto:hollen3@gmail.com)

CA BRE Lic #: 01353037

**From:** [Lawrence Jaffe](#)  
**To:** [Short Term Rentals](#)  
**Subject:** [EXTERNAL] New rules  
**Date:** Friday, September 24, 2021 2:10:09 PM

---

Hello

I read your new rules. My comment is regarding the telephone requirement.

I understand you wish to notify visitors about emergencies; however, I question the rational relationship between the goal and the method. The requirement for each unit to have a landline telephone is too much. It places a technological and financial burden on an owner for an infinitesimal benefit to the guest. Telephones have passed their prime and are expensive for their marginal utility. The land line telephone is a ridiculously old technology. Every guest has access to multiple sources of notifications besides the land line telephone.

I recommend you incorporate advising guests to sign up for local notification as part of the disclosure process when advertising and drop the telephone requirement.

Do the drafters of these rules still have landline telephones?

Respectfully,

Lawrence

**From:** [Colin Scott](#)  
**To:** [Short Term Rentals](#)  
**Subject:** [EXTERNAL] kaelin Construction: STR's in historic districts?  
**Date:** Thursday, September 23, 2021 5:34:04 PM

---

Hello, just looking to inform a client interested in a home in the historic district for STR capacity. I reviewed the online community input data, but can find no definitive parameters to the impending emergency ordinance.

Thank you,

Colin Scott

**From:** [Marsha Douthit](#)  
**To:** [Meads, Shari](#)  
**Subject:** [EXTERNAL] Short term rental  
**Date:** Saturday, September 25, 2021 4:29:49 PM

---

Sent from my iPad1611 Manzanita ave is now a short term rental. Added more bedrooms, on septic tank is this up to code? Advertise 16 people can stay. Add also says let the games began. Raised the ground higher with shale then another layer of base shale. Now when it rains water we'll runoff to the neighbors. They didn't put in A French drain to catch water runoff. This is not acceptable, so water will go to neighboring houses. This was red tagged. We need your help!!!!!! thank you Marsha

**From:** [Dale Sessions](#)  
**To:** [Hartman, Clare](#); [Fleming, Victoria](#); [Meads, Shari](#); [\\_CityCouncilListPublic](#)  
**Subject:** [EXTERNAL] Fwd: Saturday night  
**Date:** Saturday, September 25, 2021 10:46:16 PM

---

All:

This was my Saturday night and its still continuing. The STR owner Harry Albers clearly is on the edge of threatening and I'm feeling very uncomfortable living here because of this escalation. This has to stop.

Please read the email dialog/via text below.

Dale

----- Forwarded message -----

From: <[dale@daledesignsf.com](mailto:dale@daledesignsf.com)>  
Date: Sat, Sep 25, 2021 at 10:29 PM  
Subject: Saturday night  
To: Bernadette Burrell <[bcbl605@gmail.com](mailto:bcbl605@gmail.com)>, Cary Olin <[cbolin@dslextreme.com](mailto:cbolin@dslextreme.com)>, Cindy Zinnamon <[czinnamon@sbcglobal.net](mailto:czinnamon@sbcglobal.net)>, David Long <[davidfrank2425@gmail.com](mailto:davidfrank2425@gmail.com)>, Erik Diez <[erikdiez@comcast.net](mailto:erikdiez@comcast.net)>, Laura Salo <[laurasalo2425@gmail.com](mailto:laurasalo2425@gmail.com)>, Mike Bryant <[mlbryant17@gmail.com](mailto:mlbryant17@gmail.com)>, Mike Franks <[Code3gt@gmail.com](mailto:Code3gt@gmail.com)>, Monica Bryant <[monica.le.bryant@gmail.com](mailto:monica.le.bryant@gmail.com)>, Paul & Cary Olin <[pgolin@ucdavis.edu](mailto:pgolin@ucdavis.edu)>, Paul Olin <[szpgolin@gmail.com](mailto:szpgolin@gmail.com)>, Paul Pedersen <[pedfam05@sbcglobal.net](mailto:pedfam05@sbcglobal.net)>, Peter Arnold <[lagnaf@sonic.net](mailto:lagnaf@sonic.net)>, Tamao Ebisawa Arnold <[ebikuma@icloud.com](mailto:ebikuma@icloud.com)>, Vicki Ono <[noflats@sonic.net](mailto:noflats@sonic.net)>, rick <[abbsfam@sonic.net](mailto:abbsfam@sonic.net)>, Erica Mikesell <[Erica.Mikesell@myccmortgage.com](mailto:Erica.Mikesell@myccmortgage.com)>, Erica Lipanovich <[erica.lipanovich@gmail.com](mailto:erica.lipanovich@gmail.com)>

Been a fun evening, not. And I'm sure it will continue as usual/always.

Earlier this evening the throws of yelling, screaming, clapping, hollering, etc echoing as using through my home on what should be a peaceful night after a long week. I'm not worthy of such an evening.

Dialog with the owner of the STR/ out of control, Harry Albers.

Harry: (from his guests)

Hi Harry, your home is lovely and thank you for the wine and food.

Just to inform you we were just sitting outside chatting between 5:30-6:15pm with our friends, laughing and playing charades. Your neighbor on the left were yelling us to "go home". We moved our gathering inside. We don't think it was appropriate for your neighbor to do that.

Thank you

Dale:

Nothing like a sizable group caring on yelling, hooting, clapping. We all in the neighborhood establish a reasonable vocal sense of respect to one another. Your rental folks unfortunately don't realize how close the neighbors are. One day we all can live in peace here. We also don't

appreciate the high speed driving.

Harry:

There is never a good reason to be rude. It just makes other people want to be rude back. It's obvious you never were taught manners.

Dale:

Come on Harry. You have done nothing but slaughter this neighborhood with your doings. Lies upon lies over and over. For a year now, I've l/we have had to deal with this story after story from you. And now you want manners? I've tried to meet you and give the benefit of doubt. Clearly it's true what everyone told me? But still I try and hope we can come to terms and find the nirvana. Life is way too short.

Let's get this right- your guests can yell, scream, clap, holler, etc. but...the neighbors? Oh no! Now that's a problem. Interesting don't you think. Please try and expand your view as how this affects everyone.

Harry:

None of the other neighbors are rude to the guests but you. You need to grow up!

Dale:

Dear Harry, time you wake up. Your guests do not make a neighborhood environment. The constant turnover of guests make this the worst of environments as they do not realize the wake of the previous guests over and over. Because you have no regard for anyone except you and your bottom dollar. You alone have caused all of this, not me.

Harry:

There is no reason for you to make a fool and asshole of yourself to everybody around you. Grow up!

Sent from my iPhone

--

Dale Sessions



**From:** [Lori Hall](#)  
**To:** [Short Term Rentals](#)  
**Subject:** [EXTERNAL] STR draft ordinance  
**Date:** Sunday, September 26, 2021 8:46:30 PM

---

Hello. We live at [REDACTED] in Santa Rosa. We are the last house right next to the newer Skyhawk reserves that were built a few years ago. The people that own the home next to us turned in into a VRBO a couple of years ago. We have no HOA's here so this has been ok for them to do. We hate that this house is a short term rental. On the weekends we have multiple families that rent this home out. During covid there were way too many people renting next to us. There was no social distancing what's so ever being practiced. It gets loud and all the people that rent the home park in front of our house which leaves my teenager not able to park in front of his own home. Me along with other neighbors have had to frequently call to the company that manages that home to complain of late night noise and excessive partying. On one occasion there were several people out on the deck lighting up bonges and smoking a lot of weed. We have small children and we have to explain to them what that smell is that's coming from next door. I should have to be doing that. There is a hot tub in the back yard and it's right next to our living room/kitchen. It becomes the party tub within minutes and we have to listen to it all the time, along with our other neighbors. We shouldn't have to put up with this in this type of a family residential neighborhood. It is constant people in and out of there. You never know what kind of people and trouble they may bring with them to our neighborhood. People from all over come up to wine county and rent this home. It's ridiculous to put up with it. I hope the city decides to put an end to this. Especially in this type of upscale family neighborhood. Please consider our request. Short term rentals should be more in a down town setting. Not up in a neighborhood with small children and a school that is less then a half mile away. Please feel free to call us with any questions. We'd be happy to share our input! Thank you for your time and consideration.

Lori & Brian Hall  
707-479-8182  
Sent from my iPhone



**From:** [DANIEL E DORAN](#)  
**To:** [Short Term Rentals](#)  
**Subject:** [EXTERNAL] STR  
**Date:** Monday, September 27, 2021 8:37:37 AM

---

No on ST  
Daniel Doran

Sent from my iPhone

**From:** [stanley krochik](#)  
**To:** [Short Term Rentals](#)  
**Subject:** [EXTERNAL] STR in SR Permit  
**Date:** Monday, September 27, 2021 10:21:07 PM

---

Hello,

I'm interested in applying for a permit on top of paying TOT and BIA. How do I go about this?

Thanks,

Stanley

**From:** [Jose A Ibarra](#)  
**To:** [Short Term Rentals](#)  
**Cc:** [Meads, Shari](#)  
**Subject:** [EXTERNAL] Question about Sort Term Rental  
**Date:** Wednesday, September 29, 2021 11:35:56 AM  
**Attachments:** [Draft Short-Term Rentals Urgency Ordinance 9.24.2021 v4 202109241530100879.pdf](#)

---

Greetings,

If the current Santa Rosa, CA Short Term rental draft (attached) is approved by the City Council, how does it affect a subdivision that has CC&Rs prohibiting short term rentals?

Best regards,

Jose Arturo Ibarra

CELL & WhatsApp: 415.728.7975

SKYPE: ibarrajosea

**From:** [Short Term Rentals](#)  
**To:** [Alex Marrin](#)  
**Subject:** RE: [EXTERNAL] STR Draft Ordinance Comments  
**Date:** Friday, October 1, 2021 11:18:22 AM  
**Attachments:** [image001.jpg](#)  
[image002.png](#)

---

Hi Alex,

I did receive your comments/question. I am having a difficult time keeping up with responses given how many folks are taking the time to write – which we welcome obviously.

We are definitely looking at expanding the zoning districts where short-term rentals are allowed.

Thank you so much for being engaged.

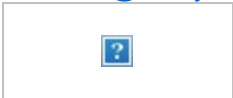
Warmly,

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)



---

**From:** Alex Marrin <amarrin22@gmail.com>

**Sent:** Wednesday, September 29, 2021 7:18 PM

**To:** Meads, Shari <SMeads@srcity.org>; Short Term Rentals <shorttermrentals@srcity.org>

**Subject:** [EXTERNAL] STR Draft Ordinance Comments

Hi Shari,

I didn't receive a response so I just wanted to make sure you received my comments/questions. I did ask this question at the meeting tonight and it does sound like you're considering this, so thank you for answering that question.

Alexander Marrin

966 Sonoma Ave

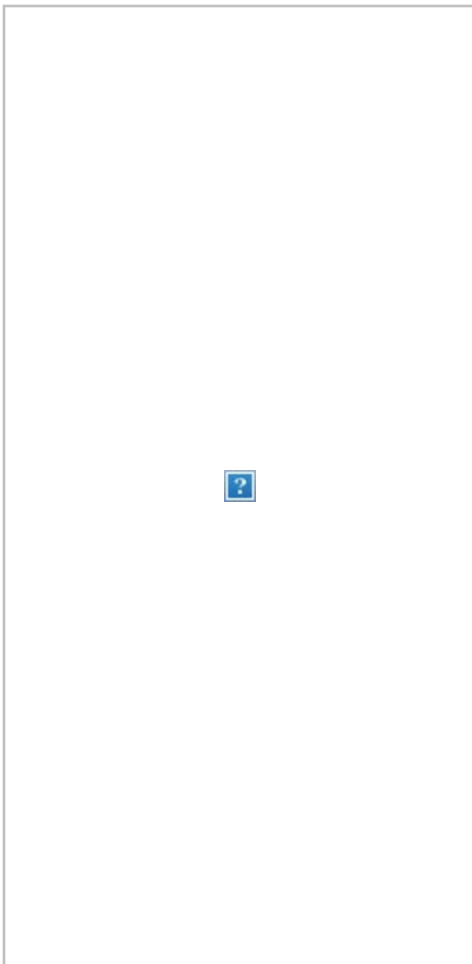
Santa Rosa, CA 95404

*I am writing to make the case for including the CO (Commercial Office) and H (Historical Overlay) Zones in the allowable zones where a permit is required. Specifically I'm referring to **Page 3, section 20-48.040, item B**. Included in this section are the CG, and CMU zones, which are similar in nature to the CO zone. I'm not sure if the CO zone was intentionally or accidentally omitted, but if it is intentional I would be interested in understanding the reasoning. Please consider the following when deciding whether to include the CO and H zones in the 'permit required' section.*

*I believe that a lot of the best candidates for short-term rentals in Santa Rosa are actually in the CO zones and/or the Historical districts. I am the owner of one such property, the Bolton House at 966 Sonoma Ave. Historical homes such as this were originally used as residences for most of their lives, and at some point were converted to offices due to their proximity to downtown and the general business climate. However, times have since changed, and now the best use of these properties is generally residential. Allowing these homes to be used as short-term rentals should generally increase visitors to the downtown business core, as these homes are generally located in the Cherry Street historic district, and other downtown areas. These are not primarily residential neighborhoods, so allowing these to be short-term rentals generally should not disrupt any peaceful neighborhood*

*proceedings and should be a net positive to the downtown area. Also, many of these homes such as mine, are zoned with the H (historical) overlay. 'Adaptive reuse' is the term often used when considering the best case scenario for these homes for their long-term preservation. The idea is that allowing these homes to be more flexible in their use actually encourages their preservation, because investors are more likely to fix and maintain these properties if they can be used for their 'best use'. At this time I believe the best use of many of these properties is, in fact, as a short-term rental. The demand for commercial office space is dwindling, the vacancy rates are at an all time high, and the demand for residential space and luxurious, unique tourist accommodations is soaring. I believe that it is the best outcome for everyone involved, if these properties were allowed to continue as short-term rentals.*

*I also wanted to point out that Hotels (short-term rentals are defined as "hotels" according to the city's current guidance) are allowed in the CO zone with a minor use permit, same as they are in the CG and CMU Zones.*



*Thank you for your time,  
Alexander Marrin  
707-481-0064*

**From:** [Crystal Davis](#)  
**To:** [Short Term Rentals](#)  
**Subject:** [EXTERNAL] Zoning District + Prohibited Zone  
**Date:** Thursday, September 30, 2021 11:22:38 AM  
**Attachments:** [Outlook-w2kc0gzg.jpg](#)  
[Outlook-0gkfar5o.png](#)

---

Hello,

I was reading the Draft 9.24.21 of the Short-Term Rental Urgency Ordinance. It says a permit is required for the following zoning districts, where not explicitly prohibited. Is there a map where or a certain district that where it is explicitly prohibited?

Permit Required. A Short-Term Rental Permit shall be required to operate a non-hosted short-term rental in the CMU, SMU, MMU, and NMU zoning districts and to operate a hosted or non-hosted short-term rental on any RR, R-1, PD (**where not explicitly prohibited**), or CG zoned parcel.

Any information is greatly appreciated.

Thank you,



**CRYSTAL DAVIS**

REALTOR® | 21 Club Top Producer  
The **Hedges • Davis** Group at Vanguard Properties  
900 College Avenue, Santa Rosa, CA 95404  
Cell: 707.290.2552  
Lic. 01766868  
crystal@vanguardsonoma.com

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[https://www.instagram.com/the\\_hedges\\_davis\\_group/](https://www.instagram.com/the_hedges_davis_group/)



**From:** [Rhonda Fitzgerald](#)  
**To:** [Short Term Rentals](#)  
**Subject:** Re: [EXTERNAL] Sept 29 meeting  
**Date:** Friday, October 1, 2021 1:48:19 PM

---

Ok. Thanks

Sent to you from my iPhone.

> On Oct 1, 2021, at 1:18 PM, Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)> wrote:

>

> Hi Rhonda,

> This ordinance will provide regulations for short-term rentals. The ADU chapter which I provided prohibits their use as short-term rentals. Amending that chapter is beyond the scope of this urgency ordinance. We will be bringing a more comprehensive ordinance to Council next year where it may be possible to consider changes to other zoning code sections.

>

> The 4-bedroom 2,500 sf home may not be affordable housing, the granny unit is.

>

> Shari Meads | City Planner

> Planning & Economic Development |100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

> Tel. (707) 543-4665 | Fax (707) 543-3269 |

> [smeads@srcity.org](mailto:smeads@srcity.org)

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> -----Original Message-----

> From: Rhonda Fitzgerald <[fitz0853@gmail.com](mailto:fitz0853@gmail.com)>

> Sent: Friday, October 1, 2021 1:14 PM

> To: Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)>

> Subject: Re: [EXTERNAL] Sept 29 meeting

>

> So just so I'm understanding this little 1 bedroom 'granny unit' is not allowed to be used as a STR but the 4-bedroom 2500 sqft house it's part of can be used as a STR? That makes sense?

>

> Sent to you from my iPhone.

>

>> On Oct 1, 2021, at 1:12 PM, Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)> wrote:

>>

>> Hi Rhonda,

>> Perhaps I misunderstood your question. The accessory dwelling unit in your scenario would not be permitted to be used as a short-term rental. Accessory Dwelling Units tend to be more affordable based on their size and the City prohibits their use for anything besides long-term tenancy.

>>

>> Pursuant to the draft ordinance, the primary residence in your scenario may be used for short-term rental activities (assuming it is located in one of the allowable zoning districts) as long as the provisions of the new zoning code chapter are met.

>>

>> Shari Meads | City Planner

>> Planning & Economic Development |100 Santa Rosa Avenue, Room 3 | Santa

>> Rosa, CA 95404 Tel. (707) 543-4665 | Fax (707) 543-3269 |

>> [smeads@srcity.org](mailto:smeads@srcity.org)

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>> -----Original Message-----

>> From: Rhonda Fitzgerald <fitz0853@gmail.com>

>> Sent: Friday, October 1, 2021 1:07 PM

>> To: Short Term Rentals <shorttermrentals@srcity.org>

>> Subject: Re: [EXTERNAL] Sept 29 meeting

>>

>> Which is what absentee owners are doing when they buy a house and rent it out on Airbnb. Correct? Whole houses are allowed by the City?

>>

>> Sent to you from my iPhone.

>>

>>>> On Oct 1, 2021, at 1:00 PM, Short Term Rentals <shorttermrentals@srcity.org> wrote:

>>>>

>>>> . The idea behind this is to save affordable by design housing for long-term tenants.

>>>> I hope this helps.



**From:** [Carl Jaeger](#)  
**To:** [Hartman, Clare](#); [De La Rosa, Raissa](#); [Meads, Shari](#)  
**Cc:** [CMOffice](#); [Navarro, Rainer](#); [Westrope, Scott](#)  
**Subject:** [EXTERNAL] Focused Feedback You Asked For  
**Date:** Thursday, September 30, 2021 10:21:12 AM

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Dear Sharri, Raissa, and Clare,

Thank you for a well run meeting last night that was a true exchange and dialog. It is clear you have done so much work in a short time, and have been tasked with getting this ready fast.

As a Short Term Rental Host who only engages in HOSTED rentals, here is my focused feedback.

1. SAFETY: Agree with all of the safety and nuisance regulations, our own standards as hosts are EVEN STRICTER than what you recommend. Glad to share our welcome guide and published house rules if you want them.

2. ECONOMIC IMPACT: Why only 2 bedrooms? The allowance of UNHOSTED STR's to use all of the bedrooms in a rental, but not allowing the same for a HOSTED STR does not seem fair to me, and it has economic consequences for us as hosts and for the city. It seems to me most of the noise, nuisance and safety complaints come from UNHOSTED rentals. Am I wrong?

We host 4 bedrooms in a 5 bedroom legal home. This ordinance would cut our revenue by 50%.

Our referrals to SANTA ROSA, restaurants, cafes, bakeries, wine bars, burrito places, gift shops, card stores, local artisans, would immediately fall by 50%.

Our purchase of local coffee for our guests from Acre and other local roasters will decline or disappear.

We will cut out 100% our Pool Contractor Deep End, Mr. Benitez and his son our gardeners, and the local soaps, towels, candles and art that we purchase at MADE LOCAL.

We have put on hold the expensive espresso machine ordered from a local shop in SANTA ROSA.

With lower revenue, we will revert back to Costco, and other national brands rather than buying local. We will have to.

At a time when the Press Democrat is running headlines about our struggling restaurant industry, EVERY PAIR OF FEET that we refer to these businesses matter. Groups in UNHOSTED rentals tend to cook in. In HOSTED rentals, room by room, our guests dine out.

<https://www.pressdemocrat.com/article/news/sonoma-county-restaurants-still-struggling-in-2021/>

3. CONTINUITY DURING APPLICATION: Our ability to stay in business during the application process is only partially true. We will have to immediately cut our bedrooms by 50% with no current pathway to get licensed as an in home bed and breakfast that I can see that enables us to stay working at full capacity.

To me it makes sense to give us the same rights as UNHOSTED STR's in the application process, and use the same number of bedrooms UNTIL WE CAN CRAFT THE LONGER TERM LEGISLATION.

After much to and fro, San Francisco has no bedroom limit for HOSTED STR's.

In fact, I am not sure what sense it makes to make HOSTED STR's of greater than 2 bedrooms go through a more onerous process than UNHOSTED STR's. Our guests act like guests in our home, and when they do not, we are there to correct them. No 45 minute reaction time, it is immediate. We like sleeping too.

4. RETIREES Nope I'm not there yet, but I am close. So many of retirees currently want to age in home and not have to leave Santa Rosa and the Bay Area. When you cut their revenue, you harm that ability. It costs a lot of money to keep up a house around here. Hired a plumber lately? They want to rent rooms SOMETIMES, so that their family and friends can visit other times.

Thank you for your time and attention. I know this is hard legislation to craft.

--

Carl Rashad Jaeger  
ScottStreetFilms.com - Light+Sound+Big Ideas  
415-505-2275

**From:** [Sonoma County Coalition of Hosts](#)  
**To:** [Short Term Rentals](#)  
**Subject:** [EXTERNAL] Response to Limiting Hosted STR"s to 2 Bedrooms  
**Date:** Thursday, September 30, 2021 11:13:33 AM  
**Attachments:** [Sonoma County Coalition of Hosts Logo.JPG](#)

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Sonoma County Coalition of Hosts Logo.JPG



Greetings Shari,

Thanks for giving an opportunity for hosts and the community to share their thoughts about the proposed Urgency Ordinance.

Many people who operate a hosted short-term rental out of their home - offer more than 2 rooms, and **limiting hosted rentals to no more than 2 rooms during the Urgency Ordinance will negatively affect not only their income, but reservation already booked by guests. Hosts will be placed in the uncomfortable position of canceling reservation as the holiday seasons approach, and guests will be placed in a position to frantically find new accommodations...from any still available.**

Hosted rentals haven't been a big problem because the owner is present to deal with any situation that may arise. Allow hosts to continue to be able to purpose all rooms in their home. If there are any issues, like noise, the owner is going to take care of it because they want to sleep too.

It was refreshing to hear support for hosted short-term rentals from those with various opposing views of short-term rentals. I didn't hear any comments from that group that hosted short-term rentals should be limited to 2 bedrooms, and I don't think you're going to hear any complaints if you leave off the restriction.

You'll also welcome to view other [positions](#) in response to the Urgency Ordinance that were provided to hosts before last night meeting.

Thanks for all your work in "herding these group of cats"!

Charles Metz

**From:** [steve Murdock](#)  
**To:** [Short Term Rentals](#); [Rogers, Chris](#); [Fleming, Victoria](#); [Sawyer, John](#); [Tibbetts, Jack](#); [Schwedhelm, Tom](#)  
**Subject:** [EXTERNAL] I run a hosted STR your permit will cost me 12% of my annual gross income after taxes.  
**Date:** Thursday, September 30, 2021 5:04:47 PM

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I have a 2 bedroom hosted str called My Big Art Project. I haven't been open for 18 months because of covid, I just reopened on August 15th. The off-season is coming starting in October through May. I will have little to no income for the next 7 months.

I can't afford \$1,200 for a permit. I already qualify for food stamps but haven't had to get them yet. Here is a breakdown of my income and the taxes I already pay. My average gross income from my hosted str for the two years it was running before the pandemic was \$27,000 per year. Assuming I can do that post-pandemic I came to these numbers.

\$27,000 Groos income

-\$4860 18% charged by online booking agent. e.g. AirBnb, Bookings.com

= \$22,140

-\$3,240 12% occupancy tax

=\$18,900

-3,910 Property tax

=14,990

-\$1,200 Permit for str rom city of sr

=\$13,790

Divided by 12 months is 1,150 per month

Taxes eat up 31%... before income tax and sales tax.

Booking fees eat up another 18%.

49% of gross income is used for taxes and booking fees... before income and sales tax.

Then I have extra utilities because of guests of \$250 per month.

That leaves \$900 per month to pay for cleaning supplies, homeowners insurance, the rest of utilities, mortgage, and improvements.

1) How many other hosted str's are in the same financial position as me?

You have our 1/4ly occupancy tax info so you can figure out how many businesses you are going to tax out of business.

2) Have you considered income requirements for the permits?

So if for example, you make less than \$50,000 gross, you don't need the permit or are exempt from the fee. That would be about \$30,000 after existing taxes.

3) How did you come up with \$1200 for the permit? Is it fair to charge someone making so little 12% of my gross income after taxes for a permit?

4) Have you received any complaints about hosted str's?

I think including hosted str's in regulations for unhosted str's is unfair.

It is like charging me with drunk driving if I walked home from a bar just because someone else at the same bar drove home drunk.

--

Steve Murdock

**From:** [Amber Guidry](#)  
**To:** [Short Term Rentals](#)  
**Subject:** [EXTERNAL] Permit question  
**Date:** Tuesday, October 5, 2021 12:04:42 PM

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Hello,

I have a short term rental in city of Santa Rosa zip code 95409. I read the draft for permitting, rules etc. my question is There was a mention that there would be some zones where STR's are not permitted. Can you confirm whether one of those zones is in my ZIP Code? Specifically my ST rental is on Monte verde dr. Also, How soon will I be able to apply for a permit? Thank you for your help.

*Amber Jordan*

Sent from my iPhone

**From:** [David Long](#)  
**To:** [Short Term Rentals](#)  
**Subject:** Re: [EXTERNAL] STR Draft Ordinance Comments  
**Date:** Monday, October 4, 2021 8:43:38 PM  
**Attachments:** [image001.jpg](#)

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Hi Shari,

I am neither an attorney nor a planner. For this issue, I am just a very concerned citizen with a very clear picture of the STR issue. My career as a professional civil engineer and president of a local consulting firm provides me with a better than average familiarity with the inner workings of planning and development in Santa Rosa and Sonoma County.

Thank you for being informative, transparent and communicative throughout the STR ordinance process. I continue to have thoughts on how it can, and should, immediately return livability to those neighborhoods that are being overrun by certain STR that are clearly exploiting the lack of regulation. The Urgency Ordinance really does need a bit more "bite" in this area, because as written it will take a lot of "bark" and a lot of time before the current tide can be reversed.

I will be submitting at least one more round of comment on the draft ordinance and I have a question about the process leading up to and during the October 12 Council meeting.

How will modifications be made to the draft Ordinance as currently posted on <https://srcity.org/DocumentCenter/View/33545/Short-Term-Rental-Urgency-Ordinance-Draft> ? Will staff be making recommendations for modification based on comments received between 9/24 and 10/8 or is it up to the City Council to propose them?

Thanks again,  
David

On Fri, Oct 1, 2021 at 12:27 PM Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)> wrote:

Hi David,

Thank you for again sharing your thoughtful recommendations. Are you a planner or attorney in life?

I see that you included the Economic Development Subcommittee members with the email. Know that it will also be shared with the entire Council as part of the public communication attached to the item.

Warmly,

**Shari Meads | City Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 543-3269 |

[smeads@srcity.org](mailto:smeads@srcity.org)



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**From:** David Long <[davidfrank2425@gmail.com](mailto:davidfrank2425@gmail.com)>  
**Sent:** Wednesday, September 29, 2021 7:09 AM  
**To:** Short Term Rentals <[shorttermrentals@srcity.org](mailto:shorttermrentals@srcity.org)>  
**Cc:** Fleming, Victoria <[VFleming@srcity.org](mailto:VFleming@srcity.org)>; Sawyer, John <[jsawyer@srcity.org](mailto:jsawyer@srcity.org)>;  
Alvarez, Eddie <[EAlvarez@srcity.org](mailto:EAlvarez@srcity.org)>  
**Subject:** [EXTERNAL] STR Draft Ordinance Comments

David Long

2425 Sunrise Place

Santa Rosa, CA 95409

**Specific Comments:**

1. **Page 1, 20-48.010 Purpose:** In the 3rd and 4th lines, replace the words "do not become" with the words "are not".
2. **Page 3, 20-48.040 Short Term Rental Permit Requirements:** In Paragraph B, delete RR and R-1 from the list of zoned parcels required to obtain a Short Term Rental Permit. This effectively disallows STR operation on such parcels.
3. **Page 5, 20-48.060 Occupancy Standards and Parking Requirements:** In Paragraph B, the number of total renters shall be 8 rather than 10.
4. **Pages 6, 20-48.070 Operational Standards:** Add a new Paragraph G, which shall read as follows. "G. All Non-Hosted Short Term Rentals shall be occupied not more frequently than once in any 30-day period by a Short Term Renter or group of Short Term Renters."
5. **Page 8, 20-48.080 Enforcement:** Add new Paragraph C, which shall read as follows. "C. Within 48 hours following proof of a violation being received by an Enforcement Official, the Enforcement Official shall notify the short-term rental owner that they have been assessed a penalty. The short-term rental owner shall remit payment of the penalty to the City within 5 business days of the assessment. Failure to remit payment within such a time frame will subject the short-term rental owner to a subsequent penalty. No disagreement by the short-term rental owner regarding any penalty assessment shall relieve the obligation of the short-term rental owner to remit payment.

If for any reason City staff cannot include either Item 2 or Item 4 above in the Ordinance, then the following new section should be included.

**20-48.090 Moratorium**



Notwithstanding any other requirements of this Chapter, a moratorium on the creation, advertisement and operation of any new non-hosted short term rental shall be instituted and remain in effect until this Chapter is amended to include a limit on the frequency that non-hosted short term rentals are permitted to operate.

**Overall Comments:**

I applaud the initial effort of City staff to develop the draft Urgency Ordinance. It lays excellent groundwork in terms of identifying the purpose of the Ordinance, defining terms and setting very specific permitting requirements.

Unfortunately, the Ordinance fails to fulfill any of its stated purposes other than to facilitate collection of TOT and BIA assessments. This shortcoming is easily corrected by making the 5 specific changes offered in the numbered comments above.

Absent inclusion of all numbered comments above, the ordinance does little more than enable the City to collect data and money, while creating the illusion that enforcement can provide immediate relief for neighbors of Non-Hosted STR. This would hardly be following through with the intent of an Urgency Ordinance.

If the City is truly interested in (a) stopping STR from being a nuisance or threatening the public peace, welfare, health, or safety of neighboring properties, (b) preserving the City's limited housing stock, and (c) retaining the residential characteristics of neighborhoods, then fewer STR must be allowed to operate - period. There is no other way to accomplish the correctly stated purposes of the Urgency Ordinance.

There are several ways to reduce the number of STR in the City, but they all have one effect in common - STR owners and operators will derive less profit and the City will receive less income from STR operations. Please do not misinterpret this message. The common effect is neither a goal in and of itself nor even a primary desire. It is simply a statement of fact. Preservation of housing stock and retaining residential characteristics of neighborhoods, while allowing robust STR income and profits to continue are mutually exclusive goals. Fortunately, the City still has a chance to demonstrate that they prefer the former.