

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,

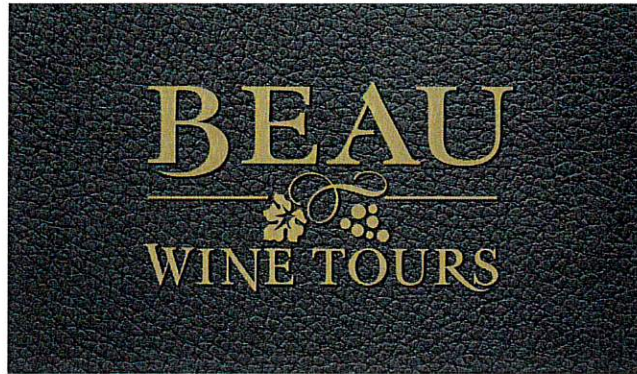
Best Regards,

Rose Kapsner

Director of Group Sales & Events

Beau Wine Tours – Chauffeured & Charter Transportation

21707 8th 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

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

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

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](#)



Sonoma County Coalition of Hosts

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"> • By counting the number of vehicles that can fit inside the garage and on premises. • Include street parking in front of the

		<p>residence.</p> <ul style="list-style-type: none"> 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.
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 & 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"> • 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).

		<ul style="list-style-type: none"> • Units can easily be converted to full-time rentals or any other use, as the owner sees fit depending on family needs.
URGENCY ORDINANCE		
<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>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 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

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

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.

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

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

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



Nile Sprague

Web ~ Photo ~ Video

m [REDACTED] | e [REDACTED] |
w:<http://nilestyle.com>



On Mon, Aug 9, 2021 at 1:04 PM Nile Sprague <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

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

From: Linda Juster <lmjuster@gmail.com>
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](#)

Dear Council Members Fleming, Sawyer and Alvarez,

Sharon and I live in Santa Rosa's 4th 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