



GEM of the DESERT

Short-Term Vacation Rental Program Ad-Hoc Committee agendas and staff reports are available on the City's web page: www.LaQuintaCA.gov

SHORT-TERM VACATION RENTAL PROGRAM AD-HOC COMMITTEE AGENDA

CITY HALL COUNCIL CHAMBER
78495 Calle Tampico, La Quinta

REGULAR MEETING
THURSDAY, OCTOBER 1, 2020 AT 4:00 P.M.

SPECIAL NOTICE **Teleconferencing and Telephonic Accessibility In Effect**

Pursuant to Executive Orders N-25-20, N-29-20, N-33-20, and N-35-20, executed by the Governor of California in response to the state of emergency relating to novel coronavirus disease 2019 (COVID-19) and enabling teleconferencing accommodations by suspending or waiving specified provisions in the Ralph M. Brown Act (Government Code § 54950 et seq.), members of the Short-Term Vacation Rental Program Ad-Hoc Committee, the City Manager, City Attorney, City Staff, and City Consultants may participate in this meeting by teleconference. Additionally, pursuant to the above-referenced executive orders, the public is not permitted to physically attend at City Hall the meeting to which this agenda applies, but any member of the public may listen or participate in the open session of this meeting as specified below.

Members of the public wanting to listen to this meeting may do so by tuning-in live via <http://laquinta.12milesout.com/video/live>.

Members of the public wanting **to address the Short-Term Vacation Rental (STVR) Program Ad-Hoc Committee (Committee)**, either for public comment or for a specific agenda item, or both, are requested to send **written comments ONLY** by email to the Committee Secretary Lori Lorette at LLorette@LaQuintaCA.gov, and specify the following information:

- | | |
|----------------------|---|
| 1) Full Name | 4) Public Comment or Agenda Item Number |
| 2) City of Residence | 5) Subject |
| 3) Phone Number | 6) Written Comments |

The email "subject line" must clearly state "Written Comments."

Written public comments must be emailed to the Committee Secretary no later than 12:00 p.m. on the day of the meeting.

Written public comments will be distributed to the Committee, incorporated into the agenda packet and public record of the meeting, and will not be read during the meeting unless, upon the request of the Committee Chairperson, a brief summary of any public comment is asked to be read, to the extent City Staff can accommodate such request.

CALL TO ORDER

ROLL CALL

Committee members Best, Butler, Caldwell, Church, Coronel, Franco, Grotsky, Jonasson, McDonough, Monroe, Navarro, Shelton, Spinney, Tamm, and Chairperson Schutz

PLEDGE OF ALLEGIANCE

PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA

Please email "Written Public Comments" to Committee Secretary Lori Lorette at LLorette@LaQuintaCA.gov and limit your comments to three minutes (approximately 350 words). The Committee values your comments; however, in accordance with State law, no action shall be taken on any item not appearing on the agenda.

CONFIRMATION OF AGENDA

CONSENT CALENDAR

Note: Consent Calendar items are routine in nature and can be approved by one motion.

- 1. APPROVE MEETING MINUTES OF SEPTEMBER 3, 2020

REPORTS AND INFORMATIONAL ITEMS

- 1. CITY OF LA QUINTA FINANCIAL OVERVIEW

STUDY SESSION

- 1. DISCUSS LICENSING SUB-COMMITTEE REPORT AND UPDATE
- 2. DISCUSS MARKETING SUB-COMMITTEE REPORT AND UPDATE
- 3. DISCUSS DENSITY SUB-COMMITTEE REPORT AND UPDATE
- 4. SHORT-TERM VACATION RENTAL ENFORCEMENT UPDATE

BUSINESS SESSION

- 1. APPROVE DENSITY SUB-COMMITTEE REPORT WITH RECOMMENDATIONS TO MODIFY SHORT-TERM VACATION RENTAL OCCUPANCY LIMITS

ADJOURNMENT

The next regular meeting of the Committee is scheduled for Thursday, November 5, 2020.

DECLARATION OF POSTING

I, Lori Loret, Committee Secretary of the City of La Quinta, do hereby declare that the foregoing Agenda for the Committee meeting was posted on the City’s website, near the entrance to the Council Chambers at 78495 Calle Tampico, and the bulletin boards at the Stater Brothers Supermarket at 78630 Highway 111, and the La Quinta Cove Post Office at 51321 Avenida Bermudas, on September 28, 2020.

DATED: September 28, 2020



LORI LORETT, Committee Secretary
City of La Quinta, California

Public Notices

The La Quinta City Council Chamber is handicapped accessible. If special equipment is needed for the hearing impaired, please call The Hub division of the Design and Development Department at (760) 777-7125, twenty-four (24) hours in advance of the meeting and accommodations will be made.

If special electronic equipment is needed to make presentations to the Committee, arrangements should be made in advance by contacting The Hub Division of the Design and Development Department at (760) 777-7125. A one (1) week notice is required.

If background material is to be presented to the Committee during a Committee meeting, please be advised that fifteen (15) copies of all documents, exhibits, etc., must be supplied to the Committee Secretary for distribution. It is requested that this take place prior to the beginning of the meeting.

Any writings or documents provided to a majority of the Committee regarding any item(s) on this agenda will be made available for public inspection at the Design and Development Department's counter at City Hall located at 78495 Calle Tampico, La Quinta, California, 92253, during normal business hours.



SHORT-TERM VACATION RENTAL PROGRAM AD-HOC COMMITTEE MINUTES

THURSDAY, SEPTEMBER 3, 2020

CALL TO ORDER

A special meeting of the Short-Term Vacation Rental Program Ad-Hoc Committee (Committee) was called to order at 4:01 p.m. by Committee Secretary Lorette.

This meeting was held by teleconference pursuant to Executive Orders N-25-20, N-29-20, N-33-20, and N-35-20, executed by the Governor of California in response to the state of emergency relating to novel coronavirus disease 2019 (COVID-19) and enabling teleconferencing accommodations by suspending or waiving specified provisions of the Ralph M. Brown Act (Government Code § 54950 et seq.).

ROLL CALL

PRESENT: Committee Members Best, Butler, Caldwell, Church, Coronel, Franco, Grotzky, Jonasson, McDonough, Monroe, Shelton, Spinney, Tamm and Chair Schutz

ABSENT: Committee Member Navarro

STAFF PRESENT: Design & Development Director Castro, Hub Manager Sanchez, Permit Technician Lopez, Administrative Assistant/Committee Secretary Lorette, Public Safety Manager Mendez, Code Compliance Supervisor Meredith, and Community Resources Director Escobedo

PLEDGE OF ALLEGIANCE

Committee Secretary Lorette led the Committee in the Pledge of Allegiance.

PUBLIC COMMENTS ON MATTERS NOT ON THE AGENDA

Committee Secretary Lorette announced the following WRITTEN PUBLIC COMMENTS were received as of 12:00 p.m., which were distributed to the Committee, and incorporated into the agenda packet and public record of the meeting:

- Valerie Smith – recommendation of phasing STVRs out of the Cove;
- Arlene Gotshalk, Jennifer Porter, John Hastie, and Shannon Chavez – in support of STVRs;
- Rod McGuire – provided recommendations on how to enhance the STVR Program;
- Bob Beebe, Lynn & Richard Reich, Laurie & Mark Parkin, Connie & Donald Nimis, Jim & Barbara Lambert, Chuck & Teri Eckman, Carrie Breeswine, Cindy Coppola, Jim & Carol Hurst, Tom & Sandy Baak, Marde & Mark Olson, Dean & Cathy Graves, Coach Woodruff, Richard De Leonardis, Tom & Andrea Thomas, Rod McGuire, Terry & Patricia Pracht, Christopher Cranfill, and Linnea Van Kirk – in opposition of STVRs;
- Marie & Craig Thompson – recommending continuing the moratorium on new STVR permits;
- Linda Hagood and Gary & Yvonne Velasquez – STVRs enforcement;
- John Hastie, David Dinnel, and Jeanne Chalfont – Committee membership concerns.

CONFIRMATION OF AGENDA – Confirmed

CONSENT CALENDAR

1. APPROVE MEETING MINUTES OF AUGUST 6, 2020

MOTION – A motion was made and seconded by Committee Members McDonough/Caldwell to approve the Consent Calendar Item No. 1 as submitted. Motion passed: ayes 13, noes 0, absent 2 (Monroe and Navarro).

2. APPROVE SPECIAL MEETING MINUTES OF AUGUST 19, 2020

MOTION – A motion was made and seconded by Committee Members Church/Jonasson to approve the Consent Calendar Item No. 2 as submitted. Motion passed: ayes 13, noes 0, absent 2 (Monroe and Navarro).

STUDY SESSION

1. DISCUSS DENSITY SUB-COMMITTEE REPORT AND UPDATE

Design and Development Director Castro presented the staff report, which is on file in the Design and Development Department.

General discussion followed regarding the Density Sub-Committee focus; efforts in reviewing research on property density and occupancy; and the goal to prepare a report with recommendations for the Committee's review and consideration, which when approved will be presented to the City Council.

The Committee reviewed a comparison spreadsheet of other local city ordinance's and their STVR rules and regulations; and various graphs and charts showing STVR growth, complaints, and citations from January 2019 to July 2020.

The Committee discussed options on how best to separate the City into areas that will allow to effectively and accurately concentrate on density.

BUSINESS SESSION

1. RE-EVALUATE DENSITY SUB-COMMITTEE MEMBERSHIP

Design and Development Director Castro presented the staff report, which is on file in the Design and Development Department.

The Committee discussed whether to reaffirm or modify the existing Density Sub-Committee membership.

MOTION – A motion was made and seconded by Committee Members Best/Shelton to approve the existing Density Sub-Committee membership. Motion passed: ayes 13, noes 0, absent 2 (Monroe and Navarro).

2. APPROVE ENFORCEMENT SUB-COMMITTEE REPORT WITH RECOMMENDATIONS TO MODIFY STVR FINES AND VIOLATIONS

Community Resources Director Escobedo presented the staff report, which is on file in the Design and Development Department.

General Committee discussion followed on the Enforcement Sub-Committees report and recommendations, more specifically on the following topics:

- General STVR violations, such as noise, parking, etc.;
- Operating a STVR without a valid permit;
- Failure to respond to a complaint within the allowed timeframe;
- Exceeding occupancy limits;

- Ability for the City to notify all adjacent properties when a STVR permit is revoked.

MOTION – A motion was made and seconded by Committee Members Caldwell/Best to approve the report containing the Enforcement Sub-Committee Recommendations to modify STVR fines and violations as submitted. Motion passed: ayes 8 (Best, Butler, Caldwell, Church, McDonough, Shleton, Spinney, and Shutz), noes 5 (Coronel, Franco, Grotsky, Jonasson, and Tamm), abstain 0, absent 2 (Monroe and Navarro).

COMMITTEE MEMBER MONROE JOINED THE MEETING AT 5:28 P.M.

3. APPROVE FORMATION OF ADDITIONAL SUB-COMMITTEES AND APPOINT RELATED MEMBERSHIP

Hub Manager Sanchez presented the staff report, which is on file in the Design and Development Department.

The Committee discussed the formation of additional sub-committees to conduct a focused review and research on STVR Marketing and Licensing.

Committee Members Church, Grotsky, Jonasson, Shelton and Vice-Chair McDonough volunteered to serve on the Marketing Sub-Committee.

MOTION – A motion was made and seconded by Committee Members Spinney/Monroe to approve the Marketing Sub-Committee membership. Motion passed: ayes 14, noes 0, absent 1 (Navarro).

Committee Members Best, Caldwell, Jonasson, Monroe, and Chair Schutz volunteered to serve on the Licensing Sub-Committee.

MOTION – A motion was made and seconded by Committee Members Butler/McDonough to approve the Licensing Sub-Committee membership. Motion passed: ayes 14, noes 0, absent 1 (Navarro).

CHAIRPERSON AND COMMITTEE MEMBER ITEMS

1. DISCUSS EXECUTIVE ORDER NO. 10 IMPOSING 90-DAY MORATORIUM ON PROCESSING ANY NEW APPLICATIONS FOR STVRS IN THE CITY, EFFECTIVE AUGUST 4, 2020

Hub Manager Sanchez read a "Statement from the Office of the City Attorney" related to the rights and powers, pursuant to state and local laws, that may be exercised to respond to the spread of COVID-19 and related public health

threats, and related legal authority and oversight expressly given to the City Manager in City Council Resolution No. EM 2020-001 to issue Executive Orders, such as Executive Order No. 10.

ADJOURNMENT

There being no further business, it was moved and seconded by Committee Members Caldwell/McDonough to adjourn this meeting at 5:53 p.m.

Respectfully submitted,



LORI LORETT, Committee Secretary
City of La Quinta, California

DRAFT

City of La Quinta

STVR PROGRAM AD-HOC COMMITTEE: October 1, 2020

STAFF REPORT

AGENDA TITLE: DISCUSS LICENSING SUB-COMMITTEE REPORT AND UPDATE

RECOMMENDATION

The licensing sub-committee will provide an update of their findings and seek input from the full (parent) Committee.

SUMMARY

A licensing sub-committee was formed to review and make recommendations on types of licenses, duration of stay, notification of neighbors, home inspections, and other license requirements. The STVR Program Ad-Hoc Committee listed licensing/permits of STVRs as one of the topics for review and study.

The licensing sub-committee members are Lawrence Best, Mary Caldwell, Lori Jonasson, Malia Monroe, and Gavin Schutz. City staff members in attendance are Danny Castro, Tommi Sanchez, Lori Lorette, and Michelle Lopez. The licensing sub-committee has met on September 21 and 28.

The assignment of the licensing sub-committee is to focus on licensing of STVRs in La Quinta, research and study this topic and to report back their recommendations to the full (parent) Committee. The subcommittee will periodically report back their findings to the parent Committee while they continue to work through their assignment. Ultimately, the Committee will deliberate on the sub-committees work and make its recommendations for consideration by the City Council.

City of La Quinta

STVR PROGRAM AD-HOC COMMITTEE: October 1, 2020

STAFF REPORT

AGENDA TITLE: DISCUSS MARKETING SUB-COMMITTEE REPORT AND UPDATE

RECOMMENDATION

The marketing sub-committee will provide an update of their findings and seek input from the full (parent) Committee.

SUMMARY

A marketing sub-committee was formed to review and make recommendations on issuing a survey to STVR operators, review current marketing items (website, social media, good neighbor brochure, etc.), and review current City "branding" for STVR program. The STVR Program Ad-Hoc Committee listed marketing of STVRs as one of the topics for review and study.

The marketing sub-committee members are Stella Church, Kelly Grotsky, Lori Jonasson, Michele McDonough, and Sally Shelton. City staff members in attendance are Danny Castro, Tommi Sanchez, Lori Loret, and Michelle Lopez. The subcommittee has met on September 23 and 30.

The assignment of the marketing subcommittee is to focus on marketing of the STVR program in La Quinta, research and study this topic and to report back their recommendations to the full (parent) Committee. The sub-committee will periodically report back their findings to the parent Committee while they continue to work through their assignment. Ultimately, the Committee will deliberate on the subcommittees work and make its recommendations for consideration by the City Council.

In order to operate a Short Term Vacation Rental (30 days or less) in the City of La Quinta, you **must obtain a permit/license.**

No renting or advertising is allowed without a valid permit.

If a property is operating illegally the City will be taking action immediately.

La Quinta

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Please contact City staff for
any questions at

(760) 777-7000

or visit our website at

laquintaca.gov/vacationlq

To report active violations call
STVR Hotline **(760) 777-7157**.

To report non-active violations
such as renting without a
permit or general questions
call Code Compliance at

(760) 777-7050

Prsrt Std
US Postage Paid
Palm Desert CA
Permit #149

ECRWSS
Resident
La Quinta, CA

City of La Quinta

STVR PROGRAM AD-HOC COMMITTEE: October 1, 2020

STAFF REPORT

AGENDA TITLE: APPROVE DENSITY SUB-COMMITTEE REPORT WITH RECOMMENDATIONS TO MODIFY SHORT-TERM VACATION RENTAL OCCUPANCY LIMITS

RECOMMENDATION

The density sub-committee will provide a report of their findings to-date and seek input and approval of their recommendations regarding occupancy density.

SUMMARY

A density sub-committee was formed to frame issues and make recommendations relating to occupant and property density (over-concentration) of STVR properties in La Quinta. The STVR Program Ad-Hoc Committee listed density/over-concentration of STVRs as one of the topics for review and study.

The density sub-committee members are Lawrence Best, Mary Caldwell, Stella Church, Gavin Schutz, and Derek Spinney. City staff members in attendance are Danny Castro, Tommi Sanchez, Lori Loretta, and Michelle Lopez. The subcommittee has met on August 14, 21, 28, and September 11, 18, and 25.

The assignment of the density sub-committee is to focus on the issue of property density/overconcentration, which is the number or concentration of properties in a geographic area, and occupancy density, which is the number of occupants that are permitted to occupy a rental property. The sub-committee continues to review and study property density, and at this time has made recommendations on occupancy density for input and approval of the Committee.

Attachment: Density - Recommendations on Occupancy

City of La Quinta STVR Committee

Density - Recommendations on Occupancy

The subcommittee on STVR Density has been formed to frame issues and make recommendations relating to occupant and property density concentrations of rental properties in the City.

There are two questions regarding Density:

- Occupancy Density: The number of occupants that are permitted to occupy a given rental property.
- Property Density: The number of STVR properties as a percentage of total properties in a geographic area

This recommendation is part 1 of 2 and addresses only the issue of Occupancy density. The Subcommittee continues to work on part 2 of 2 – recommendations on Property density.

The subcommittee is recommending Ad-Hoc Committee adoption of the following:

Part 1. Occupancy Density

Discussion

Occupancy caps can be used to manage renter behavior and help preserve neighborhood residential characteristics. The City has daytime and overnight residential limitations on STVR properties; however, issues continue to arise from certain properties where heavily populated gatherings result in neighborhood disruptions from excessive noise or other personal conduct issues (“party houses”).

In addition, evidence suggests once a property is established as a party house it tends to attract a reputation within the STVR community via social media postings and booking company recommendations. This may result in properties having repeated violations, causing neighborhood stress.

Noise and personal behavior violations resulting from high occupancy events are very visible within the community as they tend to disturb neighbors within a wide radius of the subject property for extended periods. The high visibility and resulting severe adverse community reaction towards these properties often masks the majority of peaceful neighborhood STVR businesses.

City of La Quinta Ad-Hoc STVR Committee
 Recommendations on density: Occupancy

Citation statistics confirm the noise issue is worse for properties that have absentee owners or managers. This is because an onsite owner/manager is able to directly and expeditiously supervise the property in real time by limiting the occupancy or other renter behavior (and therefore noise generated) of a property.

Properties where there is no onsite supervision have a more difficult time managing the numbers of people on property as they are in most cases only alerted to the issue after it becomes problematic.

For reference, the current ordinance allows the following occupancy:

Number of Bedrooms	Total Overnight Occupants*	Total Daytime Occupants (Including Number of Overnight Occupants)**
0 - Studio	2	2 - 8
1	2 - 4	2 - 8
2	4 - 6	4 - 8
3	6 - 8	6 - 12
4	8 - 10	8 - 16
5	10 - 12	10 - 18
6	12 - 14	12 - 20
7	14	14 - 20
8	16	16 - 22
9	18	18 - 24

The Committee recommends the following occupancy levels:

Number of Bedrooms	Total Overnight Occupants*	Total Daytime Occupants (Including Number of Overnight Occupants)**
Studio, 1	2	6
2	4	8
3	6	10
4	8	12
5	10	14
6	12	16
7	14	18
8 or more	16	18

* Overnight (10:01 p.m. – 6:59 a.m.)

** Daytime (7:00 a.m. – 10:00 p.m.)

La Quinta STVR Ad-Hoc Committee
Subcommittee on Density

Note: Occupancy levels exceeding these numbers will require a Special Events Permit.

There are several factors for recommending these occupancy limits:

- Occupancy ranges are not necessary because the concept of a limit implies only the highest number is relevant.
- Occupancy ranges may be confusing from an enforcement and STVR renter perspective.
- The recommended occupancy levels are consistent with other desert communities.
- Reasonable and fair accommodations are made with respect to the number of additional daytime visitors, while also preserving a neighbors' right to quiet enjoyment, privacy and safety.