



Town of Hilton Head Island
PUBLIC PLANNING COMMITTEE MEETING
Thursday, March 24, 2022, 10:00 AM
AGENDA

The Public Planning Committee meeting will be held in-person at Town Hall in the Benjamin M. Racusin Council Chambers. The meeting can be viewed on the [Town's Public Meetings Facebook Page](#), the [Beaufort County Channel](#) and Spectrum Channel 1304.

1. **Call to Order**
2. **FOIA Compliance** Public notification of this meeting has been published, posted, and distributed in compliance with the South Carolina Freedom of Information Act and the requirements of the Town of Hilton Head Island.
3. **Roll Call**
4. **Approval of the Agenda**
5. **Approval of the Minutes**
 - a. Rescheduled Meeting - March 9, 2022
6. **Appearance by Citizens** Citizens who wish to address the Committee concerning agenda items, may do so by contacting the Town Clerk at 843.341.4701, no later than 4:30 p.m., Wednesday, March 23, 2022. Citizens may also submit written comments concerning any of the items on the agenda through the eComment portal. The eComment portal can be found by following this link: [March 24, 2022 Public Planning Committee Meeting Information](#).
7. **Unfinished Business**
 - a. Consideration of Proposed Ordinance 2022-06 Amending, Title 10 of the Municipal Code of the Town of Hilton Head Island, South Carolina, by Adding Chapter 2 Entitled "Short-Term Rentals"
8. **Adjournment**

Please note, a quorum of Town Council may result if four (4) or more of their members attend this meeting.



Town of Hilton Head Island
Public Planning Committee
Thursday, March 9, 2022, 2:00 p.m.
MEETING MINUTES

Present from the Committee: David Ames, *Chairman*; Tamara Becker, Alex Brown, Glenn Stanford

Present from Town Council: Bill Harkins; Tom Lennox

Present from Town Staff: Josh Gruber, *Deputy Town Manager*; Shawn Colin, *Interim Director of Community Development*; Angie Stone, *Assistant Town Manager*; John Troyer, *Finance Director*; Anne Cyran, *Interim-Comprehensive Planning Manager*; Krista Wiedmeyer, *Town Clerk*; Carolyn Grant, *Communications Director*; April Akins, *Revenue Services Manager*; Karen D. Knox, *Senior Administrative Assistant*

Others Present: Curtis Coltrane, *Town Attorney*; Mary Lou Franzoni; Brian Sullivan, *Palmetto Breeze*

1. Call to Order

The Chairman called the meeting to order at 2:00 p.m.

2. FOIA Compliance

Ms. Wiedmeyer confirmed compliance with the South Carolina Freedom of Information Act.

3. Roll Call

Attendance of all members was confirmed by way of roll call.

4. Approval of the Agenda

Mr. Stanford moved to approve. Ms. Becker seconded. Motion carried 4-0.

5. Approval of Minutes

a) Regular Meeting – January 27, 2022

Mr. Stanford moved to approve. Ms. Becker seconded. Motion carried 4-0.

6. Appearance by Citizens

Dru Brown, Managing Partner, Island Time Hilton Head spoke to the Committee requesting more time to review the Short-Term Rental Ordinance. Ed Bray and Richard Ross addressed the Committee regarding Short-Term Rentals. Misha Ross, Kately Coward and Ann Walsh also made comments regarding Short-Term Rentals.

7. New Business

a) Summary of the 2021 Trolley Service and Request for Input on the Proposed 2022 Trolley Service

Mary Lou Franzoni gave a summary of the 2021 trolley service and reviewed the proposed 2022 service and stated Palmetto Breeze proposes operating the Breeze Trolley from Saturday, April 9 to Monday, September 5, which is Labor Day. Palmetto Breeze proposes to continue to provide fare-free service for the Breeze Trolley.

Ms. Franzoni reviewed changes that they were making to two routes that would enhance ridership without losing any of the current riders. Ms. Franzoni stated they wanted to bring the Trolley back instead of the small cutaway in Port Royal and have it only go one time an hour on Folly Field Road and back out through Port Royal.

After Ms. Franzoni's presentation, she answered questions from the Committee. Ms. Becker expressed concern about the rerouting though Folly Field and Port Royal and switching from the smaller bus which the residential neighborhoods had requested and going back to using the Trolley. Mr. Brown asked how much money we have for the marketing budget. Ms. Franzione stated that they operate on a shoestring budget for everything. We do not spend a lot of money on marketing. Mr. Brown stated the trolley service has become a part of our community and we know that parking on Hilton Head is a premium. The more times we can offer folks to use the trolley and not get into their personal vehicles to go somewhere, the better off we are. Mr. Stanford echoed Ms. Becker's concern about switching back to the trolley from the smaller bus in residential neighborhoods. I would suggest that unless the demand for service is greater than the size of the van, that you consider staying with the smaller bus.

Mr. Ames thanked both Ms. Franzoni and Mr. Sullivan for all the work they are doing.

b) Review and Discussion of the Proposed Ordinance Concerning Short-Term Rentals.

Anne Cyran stated staff is proposing some revisions to the draft Ordinance as it appears in your packet materials. These changes are in response to input that we have received in discussion with the public, Property Management Companies, Committee Members and with the Town Attorney. The Town is pursuing a contract with a company that will provide several services related to short-term rentals, including permitting, monitoring and enforcement. The primary change related to the Ordinance is we would remove the requirement to post a sign with a phone number outside of the short-term rental properties. We are proposing another change regarding pool safety, instead of having

one of two required safety options for a pool or a hot tub, that we include in the Short-Term Rental Permit a statement that the owner affirms that they will notify all renters prior to booking that the property has a pool or hot tub or they have access to a pool or hot tub and what those safety elements are that are in place, i.e., fence, screened enclosure, magnetic latch with a door that closes automatically or a pool alarm. This way the consumer is notified. We have several recommended changes for parking. We are recommending that on the Short-Term Rental Application, the Owner or Property Manager will state the number of improved parking spaces that are available on site. We recommend the effective date of the Ordinance be January 1, 2023.

Ms. Cyran proceeded to review the Project Purpose Statement, Revised Timeline, Short-Term Rental Listings and Trends, Summary of Public Engagement, Draft Ordinance, Effective Date and Next Steps, Issues for Further Review, Prioritization of Issues for Further Review and Next Steps for Issues for Further Review.

After Ms. Cyran's presentation, she answered questions posed to her from the Committee.

Several Committee Members agreed that additional time is needed to have more conversation and to review the proposed changes to the Ordinance and that it is too early to move this forward to Town Council. Mr. Ames stated it is his sense that there is hesitancy on moving forward now and will ask the Committee to make closing comments on what we want Anne Cyran to bring back to us at our next meeting on March 24th. Mrs. Becker stated she is ready to move forward but her concern is with off street parking and whether or not it belongs in the Ordinance because as it is written and included it would seem to give exception to opportunity for continuing a similar type of pattern we have where an overflow and an abundance of too many cars at a particular rental could spread out and around and use that as justification instead of what the goal is to try to tighten it up.

Anne Cyran reviewed with the Committee the issues for further review: 1) Effects of Mini Hotels in Neighborhoods 2) Effects of Short-Term Rentals in Neighborhoods 3) Whether there are too many Short-Term Rentals 4) Effects of Short-Term Rentals on Housing 5) Effects of Short-Term Rentals on Infrastructure, and 6) Environmental Impacts of Short-Term Rentals. Staff recommends prioritizing the following two issues: 1) Mini Hotels; and Short-Term Rentals in Residential Neighborhoods.

Ms. Cyran stated if the Committee agrees with the two preliminary issues for further review, staff will develop a preliminary framework to define, analyze, and make recommendations for each issue. Staff will also develop a timeline for the preliminary framework. Staff will present to the Committee a preliminary framework and timeline on March 24, 2022.

Mr. Ames stated he is not sure that he is not convinced that the way these items are described necessarily get us further down the road. I think the situation is much more complex. We understand the effects of Mini Hotels in neighborhoods, we understand that

many of them are being run as pure businesses as opposed to residential occupation. We understand that the reward of having a short-term rental is far greater in terms of property values than a full-time resident. We hear that we are trying to protect to some degree the quality of neighborhoods for full time residents. We can viscerally say there are effects on mini hotels, but we must dive much deeper than that to understand what it means to have a Town policy to impact this balance that we are trying to achieve. I do not have a problem with going forward with Mini Hotels as a priority. 2) The Short-Term Rentals in Residential Neighborhoods – I think we have already done that. I think everything we have learned about the reason we have an Ordinance speaks to the effects on Short-Term Rentals in neighborhoods. 3) Whether there are too many short-term rentals is a very difficult economic equation to get a hold of. It does at some point get down to subjectivity, but if we are going to try and be empirical, I think that requires a lot of serious thinking. 4) Effects on Short-Term Rentals on Housing – this is one we can grab ahold of and speak to the issue of what we are doing to our community. I personally would re-order your list to some degree. 5) Effects of Short-Term Rentals on Infrastructure – if you used to have 4 people living in a single-family house and now you have 20 living in the house, there is going to be a difference of impact. 6) Environmental impacts on Short-term Rentals – that has to do also with overbuilding single-family lots, ground coverage, etc. I think this one needs to be scoped out more.

There is an opportunity for partnership here and I think it is critical that we create the dialogue with the Property Managers of this Community because of their experience and charge them with coming forward as to what they would do under our circumstances.

Shawn Colin advised the Committee that based on the comments made today staff will bring forward a draft Ordinance for their final review one week in advance of their next meeting on March 24th.

8. Adjournment

With no further business, the meeting was adjourned at 4:08 p.m.

Submitted by: Karen D. Knox, Secretary

Approved: [Date]

The recording of this meeting can be found on the Town's website at <https://hiltonheadislandsc.gov/towncouncil/pubplan/>.



TOWN OF HILTON HEAD ISLAND

Staff Report Memo

TO: Public Planning Committee
FROM: Anne Cyran, AICP, *Interim Community Planning Manager*
VIA: Shawn Colin, AICP, *Assistant Town Manager – Community Development*
DATE: March 16, 2022
SUBJECT: Short-Term Rental Initiative – Draft Ordinance and Issues for Further Review

Recommendation:

The Committee make the following recommendations: 1) that Town Council review and approve a draft Ordinance to establish performance standards for short-term rentals; and 2) that the Committee support the preliminary framework for the examination of high occupancy short-term rentals and high floor area ratio single-family homes.

Summary:

1) First Recommendation – That Town Council review and approve a draft Ordinance to establish performance standards for short-term rentals.

Attachment A is a presentation that provides an overview of the initiative to date, including the project purpose statement, the project timeline, and an overview of the revised draft Ordinance.

Attachment B is the revised draft Ordinance, which includes the revisions presented to and recommended by the Committee on March 9. These include removing the requirement to post a sign with contact information on each short-term rental property; replacing the requirement to install either a fence or a pool alarm with the requirement to notify prospective renters of the available pool safety equipment prior to booking rentals; adding a requirement to notify prospective renters of the maximum number of vehicles allowed on-site prior to booking rentals; removing the requirement for parking passes; and clarifying that vehicles associated with the short-term rental must be parked on-site.

The Town Attorney also revised the draft Ordinance, to include revising the definitions; specifying procedures related to short-term rental permits; adding language regarding required licenses, permits, fees, and taxes; adding language regarding violations, and adding specifications about violations; the process for the suspension and revocation of short-term rental permits; and the appeals process.

As in the previous draft, staff recommends January 1, 2023, as the effective date of the Ordinance. This will allow sufficient time for staff to develop an implementation plan, to include providing funding requests in the budget for Fiscal Year 2023, creating contracts with service providers, installing and testing a software package, and executing a communication, code enforcement, and education plan.

Attachment C outlines staff's recommendation of a \$250 annual fee for short-term rental permits and includes a chart showing other communities' short-term rental permit fees. The recommended \$250 annual permit fee is close to the average fee of those communities. The fee will recover costs associated with identifying short-term rental properties; collecting data on short-term rental locations and trends over time; ensuring compliance with permitting and business license requirements and tax remittance; and receiving, recording, and resolving violations.

Attachments D shows an example of a portal for short-term rental complaints, which includes a phone hotline and a webform to submit complaints. The service can confirm the complaint is from a short-term rental; collect evidence from the complainant; contact the owner or agent to inform them of the complaint; follow up with the complainant, if desired; and record the information for the Town's use and reference.

Attachment E shows an example of a short-term rental complaint tracking program. Town staff would use a program of this type to monitor short-term rental violations.

Committee support of the proposed Ordinance will allow staff to present the Ordinance to Town Council for first reading on April 5, 2022.

2) Second Recommendation - That the Committee support the preliminary framework for the examination of high occupancy short-term rentals and high floor area ratio single-family homes.

On March 9, staff presented a prioritized list of issues for further consideration: the effects of mini-hotels in neighborhoods; the effects of short-term rentals in neighborhoods; whether there are too many short-term rentals; the effects of short-term rentals on housing; the effects of short-term rentals on infrastructure; and the environmental impacts of short-term rentals. (Mini-hotels are more accurately described as high occupancy short-term rentals. Staff will use this term moving forward.)

Instead of considering these issues as presented on March 9, staff proposes to refine the next phase of the short-term rental initiative into two areas of focus: first, an examination of high occupancy short-term rentals and single-family structures with high floor area ratios; and second, an examination of the impacts of the increasing number of short-term rentals on the Island and the implications of that trend for the future.

Attachment F, a Preliminary Framework for the Examination of High Occupancy Short-Term Rentals and High Floor Area Ratio Single-Family Structures, outlines the plan to address the first area of focus. The framework includes defining high occupancy short-term rentals and high floor area ratio single-family structures and examining their locations and trends; analyzing their impacts on neighboring properties, neighborhoods, and the Island; and reviewing potential standards or regulations to address these uses and structures.

With the Committee's support, staff will execute the preliminary framework and be prepared to deliver results in the coming months.

Staff will then address the second area of focus, which is an examination of the impacts of the increasing number of short-term rentals on the Island and the implications of that trend for the future. Staff will collect the data required for this examination from the *Economic Impact of Short-Term Rentals in the State of South Carolina* report submitted for the previous Committee meeting, the short-term rental monitoring service, the Island-Wide Conditions and Trends Assessment, and other sources.

Staff anticipates presenting a preliminary framework to the Committee in the fourth quarter of 2022.

Attachment G includes the public comments received between February 15 and March 16.

Attachments:

- A. Presentation
- B. Draft Ordinance
- C. Proposed Permit Fees and Comparison to Other Communities
- D. Example of a Complaint Collection and Referral Portal
- E. Example of a Complaint Tracking Program
- F. Preliminary Framework for the Examination of High Occupancy Short-Term Rentals and High Floor Area Ratio Single-Family Structures
- G. Public Comments Received, February 15 to March 16



Town of Hilton Head Island

Short-Term Rental Initiative

Draft Ordinance and Issues for Further Review

Public Planning Committee

March 24, 2022



Short-Term Rental Initiative Today's Presentation

- ▶ Review Recommendations
- ▶ Project Purpose Statement
- ▶ Project Timeline
- ▶ Revised Draft Ordinance
- ▶ Effective Date & Implementation
- ▶ Proposed Permit Fee
- ▶ Other Communities' Permit Fees
- ▶ Example of a Complaint Portal



Short-Term Rental Initiative Today's Presentation

- ▶ Example of a Complaint Tracking System
- ▶ Consideration of First Recommendation
- ▶ Review Other Issues of Concern
- ▶ Consolidate Other Issues of Concern Into Two Areas of Focus
- ▶ Preliminary Framework for the First Area of Focus
- ▶ Consideration of Second Recommendation
- ▶ Preliminary Plan for Second Area of Focus
- ▶ Review Next Steps



Short-Term Rental Initiative Review Recommendations

First Recommendation:

That Town Council review and approve a draft Ordinance to establish performance standards for short-term rentals.

Second Recommendation:

That the Committee support the preliminary framework for the examination of high occupancy short-term rentals and high floor area ratio single-family homes.



Short-Term Rental Initiative Project Purpose Statement

As a resort area, Hilton Head Island has numerous short-term rental units.

The lack of a Short-Term Rental ordinance has led to an imbalance between residential and resort districts and the elimination of some long-term single-family neighborhoods.

The Town proposes to craft a Short-Term Rental ordinance to develop a fair, predictable, and balanced approach to manage short-term rental impacts on our neighborhoods, economy, housing stock, public facilities, and the quality of life of our residents and experiences of our visitors.



Short-Term Rental Initiative Project Timeline

This timeline below shows the path for the preliminary policy framework recommendations in the draft Ordinance.





Short-Term Rental Initiative Review Recommendations

First Recommendation:

That Town Council review and approve a draft Ordinance to establish performance standards for short-term rentals.



Short-Term Rental Initiative Revised Draft Ordinance

Review the Revised Draft Ordinance:

1. Summary of the revisions presented to and recommended by the Committee on March 9.
2. Summary of the Town Attorney's revisions to the Ordinance.
3. Review each section of the draft Ordinance.



Short-Term Rental Initiative Revised Draft Ordinance

The revised draft Ordinance includes the revisions presented to and recommended by the Committee on March 9. The revisions include:

- ▶ Removing the requirement to post a sign with contact information on each short-term rental property.
- ▶ Replacing the requirement to install either a fence or a pool alarm with the requirement to notify prospective renters of the available pool safety equipment prior to booking rentals.
- ▶ Adding a requirement to notify prospective renters of the maximum number of vehicles allowed to be parked on-site prior to booking rentals.
- ▶ Removing the requirement for parking passes.
- ▶ Clarifying that no vehicles associated with short-term rentals will park off-site, including in adjacent rights-of-way.



Short-Term Rental Initiative Revised Draft Ordinance

The Town Attorney revised the draft Ordinance, including:

- ▶ Revising the definitions.
- ▶ Specifying procedures related to short-term rental permits.
- ▶ Adding language regarding required licenses, permits, fees, and taxes.
- ▶ Adding language regarding violations.
- ▶ Adding specifications about violations and the process for the suspension and revocation of short-term rental permits and the appeals process.



Short-Term Rental Initiative Revised Draft Ordinance

Section 10-2-10. Definitions

Owner: any person who owns one or more Short-Term Rental Properties.

Short-Term Lessee: any person occupying all or any part of a Short-Term Rental Property or any other property under any lease or other form of agreement for a period of less than thirty (30) days.

Short-Term Rental: the leasing of any Short-Term Rental Property or permitting the occupancy of any Short-Term Rental Property or any other property by a lease or any other form of agreement.



Short-Term Rental Initiative Revised Draft Ordinance

Section 10-2-10. Definitions (continued)

Short-Term Rental Agent: a person authorized by an Owner to act on the Owner's behalf in connection with any Short-Term Rental Property or Short-Term Rental.

Short-Term Rental Permit: an annual permit that an Owner must obtain from The Town of Hilton Head Island, South Carolina for each of an Owner's Short-Term Rental Properties...It is a violation of this Chapter to offer any Short-Term Rental Property or any other residential property...for Short-Term Rental without first obtaining a Short-Term Rental Permit from the Town of Hilton Head Island, South Carolina for any such property.



Short-Term Rental Initiative Revised Draft Ordinance

Section 10-2-10. Definitions (continued)

Short-Term Rental Property: any residential property in the municipal limits of the Town of Hilton Head Island, South Carolina, that, in whole or in part, is offered for lease or occupancy under a lease or any other form of agreement, for periods of less than thirty (30) days.



Short-Term Rental Initiative Revised Draft Ordinance

Section 10-2-20. Short-Term Rental Permit

- 1) Any Owner who offers any Short-Term Rental Property for Short-Term Rental must first obtain a Short-Term Rental Permit from The Town of Hilton Head Island, South Carolina.
- 2) Short-Term Rental Permits shall be valid from January 1 to December 31 of any calendar year and shall only be valid for the calendar year during which the Short-Term Rental Permit is issued, irrespective of the date on which the Short-Term Rental Permit is issued.
- 3) A Short-Term Rental Permit must be obtained for each Short-Term Rental Property that is offered for Short-Term Rental.



Short-Term Rental Initiative Revised Draft Ordinance

Section 10-2-20. Short-Term Rental Permit (continued)

- 4) Short-Term Rental Permits are non-transferrable and are only valid for the Short-Term Rental Property described in the Short-Term Rental Permit.
- 5) It is the duty of the Owner to notify The Town of Hilton Head Island, South Carolina, of any changes to the contact information of the Owner and any Short-Term Rental Agent employed or engaged by the Owner for each Short-Term Rental Permit issued to the Owner.
- 6) The application fee for a Short-Term Rental Permit shall be set each year by the Town Council in the annual Budget Ordinance.



Short-Term Rental Initiative Revised Draft Ordinance

Section 10-2-20. Short-Term Rental Permit (continued)

- 7) The application for a Short-Term Rental Permit shall be made on a form published by The Town of Hilton Head Island, South Carolina, and must be delivered with the application fee.
- 8) Review of an application for a Short-Term Rental Permit shall be conducted by the Town of Hilton Head Island, South Carolina, and the Short-Term Rental Permit shall be granted unless the Owner fails to meet the conditions and requirements of this Chapter, or otherwise fails to demonstrate:
 - a) compliance with this Chapter; or
 - b) any other Town Ordinance or any relevant state or federal law regarding activities at the Short-Term Rental Property.



Short-Term Rental Initiative Revised Draft Ordinance

Section 10-2-30. Licenses, Permits, Payments of Fees and Taxes

- 1) No Owner may offer any Short-Term Rental Property for Short-Term Rental without initially and on a continuing basis:
 - a) Obtaining a valid and current Short-Term Rental Permit; and
 - b) Obtaining a valid and current business license for Short-Term Rental Property; and
 - c) Paying all applicable fees and taxes associated with any application for a Short-Term Rental Permit or business license, and all sales or other similar taxes in connection with any Short-Term Rental, paying all *ad valorem* taxes for any Short-Term Rental Property.



Short-Term Rental Initiative Revised Draft Ordinance

Section 10-2-40. Regulations for Short-Term Rentals and Short-Term Rental Properties

- 1) General Regulations: During any lease of any Short-Term Rental Property, the Owner, or the Short-Term Rental Agent:
 - a) Shall be available...to respond to a complaint or other matter related to the operation or behavior of any Lessee...; and
 - b) Shall be available by telephone at all times during the Short-Term Rental Period and capable of being physically present at the Short-Term Rental Property, or taking other responsive action, within one hour of notification of a complaint or other matter related to the Short-Term Rental Property;



Short-Term Rental Initiative Revised Draft Ordinance

Section 10-2-40. Regulations for Short-Term Rentals and Short-Term Rental Properties (continued)

- c) Shall prominently display in the Short-Term Rental unit contact information for the Owner or Short-Term Rental Agent responsible for responding to complaints; and
- d) Shall maintain fully operable and building and fire code compliant smoke and carbon monoxide detectors in the Short-Term Rental Property as required by law; and
- e) Shall maintain at least one (1), or such other number as is required by any applicable building, fire or other applicable code, fully operable and charged fire extinguisher; and



Short-Term Rental Initiative Revised Draft Ordinance

Section 10-2-40. Regulations for Short-Term Rentals and Short-Term Rental Properties (continued)

- f) Shall maintain unobstructed escape routes from the Short-Term Rental Property in the event of fire; and
- g) Shall notify all prospective Short-Term Lessees of the existence of any swimming pool or hot tub at the Short-Term Rental Property and any safety equipment related to the swimming pool or hot tub prior to making any agreement for any Short-Term Rental.



Short-Term Rental Initiative Revised Draft Ordinance

Section 10-2-40. Regulations for Short-Term Rentals and Short-Term Rental Properties (continued)

- 2) Noise Regulations: During any lease of any Short-Term Rental Property, the Owner, or the Short-Term Rental Agent:
 - a) Shall display the following information in a prominent location in the Short-Term Rental Property:
 - i) In The Town of Hilton Head Island, South Carolina, it is unlawful to unreasonably disturb the peace and quiet of those in their homes and public places; and
 - ii) Quiet hours are between 10:00 PM and 7:00 AM, though Town noise regulations are in force twenty-four hours each day.
 - b) Shall communicate in writing the provisions above to the Short-Term Lessee prior to making any agreement for any Short-Term Rental.



Short-Term Rental Initiative Revised Draft Ordinance

Section 10-2-40. Regulations for Short-Term Rentals and Short-Term Rental Properties (continued)

- 3) Trash Regulations: During any lease of any Short-Term Rental Property, the Owner, or the Short-Term Rental Agent:
 - a) Shall maintain a designated trash storage area for the use of Short-Term Lessees at the Short-Term Rental Property.
 - i) The designated trash storage area shall be fenced or screened so that trash containers are not seen from public streets and neighboring property, except during designated pick-up times;



Short-Term Rental Initiative Revised Draft Ordinance

Section 10-2-40. Regulations for Short-Term Rentals and Short-Term Rental Properties (continued)

- ii) The Owner shall prominently display instructions for managing trash disposal, including designated pick-up times and, if applicable, relevant property owner association requirements in the Short-Term Rental Property.
- iii) The Owner shall ensure any outdoor trash containers remain secured to avoid spills and pets.
- iv) The Owner shall ensure that trash containers are not placed curbside more than twenty-four hours prior to scheduled pick-up times and will be removed no more than twenty-four hours after pick-up.



Short-Term Rental Initiative Revised Draft Ordinance

Section 10-2-40. Regulations for Short-Term Rentals and Short-Term Rental Properties (continued)

4) Parking Regulations. During any lease of any Short-Term Rental Property:

a) For Short-Term Rental Properties not located in a community offering twenty-four (24) hour private security personnel available to resolve parking complaints and violations:



Short-Term Rental Initiative Revised Draft Ordinance

Section 10-2-40. Regulations for Short-Term Rentals and Short-Term Rental Properties (continued)

- i) The Owner must designate the number of vehicles allowed to be parked on the premises during any Short-Term Rental and designate the on-site areas available for parking of vehicles. The areas for parking of vehicles must be improved with either a pervious or impervious surface. Parking areas must include a space at least nine (9) feet by eighteen (18) feet for each vehicle allowed to be parked on the premises and improved with an impermeable or semi-impermeable surface. Areas for parking must comply with all applicable requirements of Sec. 16-1-101, et seq., Municipal Code of The Town of Hilton Head Island, South Carolina (1983).



Short-Term Rental Initiative Revised Draft Ordinance

Section 10-2-40. Regulations for Short-Term Rentals and Short-Term Rental Properties (continued)

- ii) The Owner must notify all prospective Short-Term Lessees of the maximum number of vehicles permitted at the Short-Term Rental Property prior to making any agreement for any Short-Term Rental.

- iii) The Owner must ensure that no vehicles associated with the Short-Term Lessee will park off-site, including in adjacent rights-of-way, during the Short-Term Rental Lease.



Short-Term Rental Initiative Revised Draft Ordinance

Section 10-2-40. Regulations for Short-Term Rentals and Short-Term Rental Properties (continued)

5) Miscellaneous Regulations. During any lease of any Short-Term Rental Property:

- a) The Owner shall prominently display in any Short-Term Rental Property any Town-provided outreach and awareness materials related to applicable Town requirements.
- b) Short-Term Rental Properties must be properly maintained and inspected by the Owner or Short-Term Rental Agent to ensure continued compliance with this Chapter and all other applicable zoning, building, health and life-safety code requirements.



Short-Term Rental Initiative Revised Draft Ordinance

Section 10-2-40. Regulations for Short-Term Rentals and Short-Term Rental Properties (continued)

6) In addition to the requirements of this Chapter, any Short-Term Rental Property must also comply with all other statutes, ordinances, regulations or private covenants applicable to the Short-Term Rental Property. Nothing in this Chapter is intended to authorize waiver of or limitations on compliance with any such requirements.



Short-Term Rental Initiative Revised Draft Ordinance

Section 10-2-50. Violations

- 1) It shall be a violation of this Chapter to:
 - a) Lease any Short-Term Rental Property for a Short-Term Rental without complying with the requirements of this Chapter.
 - b) Advertise any residential property for a Short-Term Rental without first complying with the requirements of this Chapter.
 - c) Fail to comply with any requirement of this Chapter.

- 2) Violations of this Chapter are subject to the penalties and remedies available under Sec. 1-5-10, Sec. 10-1-150, Sec. 9-1-111. These remedies are in addition to any other remedies available at law or in equity for a violation.



Short-Term Rental Initiative Revised Draft Ordinance

Section 10-2-60. Suspension and Revocation of Short-Term Rental Permit

- 1) When the Town determines:
 - a) A Short-Term Rental Permit has been mistakenly or improperly issued or issued contrary to law; or,
 - b) An Owner has breached any condition upon which the Short-Term Rental Permit was issued; or,
 - c) An Owner has obtained a Short-Term Rental Permit through any fraud, misrepresentation, a false or misleading statement, or evasion or suppression of a material fact in the Short-Term Rental Permit application; or,



Short-Term Rental Initiative Revised Draft Ordinance

Section 10-2-60. Suspension and Revocation of Short-Term Rental Permit (continued)

- d) An owner is delinquent in the payment to the municipality of any tax or fee; or,
- e) The operation of a Short-Term Rental Property has been declared a nuisance; or,
- f) An Owner has been convicted of more than two violations of this Chapter in a 12-month period.



Short-Term Rental Initiative Revised Draft Ordinance

Section 10-2-60. Suspension and Revocation of Short-Term Rental Permit (continued)

Then the Town may give written notice to the Owner that the Short-Term Rental Permit is suspended and may be revoked, pending a single hearing before Town Council for the purpose of determining whether the suspension should be upheld and whether the Short-Term Rental Permit should be revoked.



Short-Term Rental Initiative Revised Draft Ordinance

Section 10-2-60. Suspension and Revocation of Short-Term Rental Permit (continued)

2) The written notice of suspension and proposed revocation shall state the time and place at which the hearing before Town Council is to be held and shall contain a brief statement of the reasons for the suspension and proposed revocation and a copy of the applicable provisions of this Chapter. The written notice shall be delivered by personal service to the Owner or Short-Term Rental Agent, or by certified mail, return receipt requested, addressed to the Owner or Short-Term Rental Agent at the address for the Owner or Short-Term Rental Agent shown on the application for the Short-Term Rental Permit.



Short-Term Rental Initiative Revised Draft Ordinance

Section 10-2-60. Suspension and Revocation of Short-Term Rental Permit (continued)

2) (continued) The written notice will be deemed to have been delivered on the date of personal service of the written notice as documented on an affidavit of service, or on the date that the certified mail return receipt is signed for by, or on behalf of, the Owner or Short-Term Rental Agent.



Short-Term Rental Initiative Revised Draft Ordinance

Section 10-2-60. Suspension and Revocation of Short-Term Rental Permit (continued)

3) The hearing before Town Council on the suspension and proposed revocation of any Short-Term Rental Permit shall be held by Town Council within thirty (30) days after delivery of the written notice described in this Section 10-2-60. The hearing shall be held upon written notice at a regular or special meeting of Town Council. The hearing may be continued to another date by agreement of all parties. At the hearing, all parties shall have the right to be represented by counsel, to present testimony and evidence, and to cross-examine witnesses.



Short-Term Rental Initiative Revised Draft Ordinance

Section 10-2-60. Suspension and Revocation of Short-Term Rental Permit (continued)

3) (continued) The proceedings shall be recorded and transcribed at the expense of the party so requesting. The rules of evidence and procedure prescribed by Town Council shall govern the hearing. Following the hearing, Town Council by majority vote of its members present, shall render a written decision setting out its findings of fact and conclusions. The written decision shall constitute the final decision of Town Council. The written decision shall be delivered to the Owner unless a different person and method of delivery is requested by the Owner at the hearing.



Short-Term Rental Initiative Revised Draft Ordinance

Section 10-2-60. Suspension and Revocation of Short-Term Rental Permit (continued)

4) The written decision of Town Council may be appealed in the same manner as appeals are made from the decisions of other administrative bodies of The Town of Hilton Head Island, South Carolina. An appeal, in and of itself, does not stay the effect of Town Council's decision.



Short-Term Rental Initiative Effective Date & Implementation

- ▶ The Ordinance shall be effective as of January 1, 2023.
- ▶ Staff will develop an implementation plan, to include:
 - Requesting funding in the budget for Fiscal Year 2023.
 - Creating contracts with service providers.
 - Installing and testing a software package.
 - Executing a communication, code enforcement, and education plan.



Short-Term Rental Initiative Proposed Permit Fee

Staff recommends a \$250 annual fee for short-term rental permits. The fee will recover costs associated with:

- ▶ Identifying short-term rental properties.
- ▶ Collecting data on short-term rental locations and trends over time.
- ▶ Ensuring compliance with permitting and business license requirements and tax remittance.
- ▶ Receiving, recording, and resolving violations.



Short-Term Rental Initiative

Other Communities' Permit Fees

The average short-term rental permit fee is \$245.

Community	Permit Fees	Permit Expiration
Asheville	\$200 application fee	Valid for 1 year
Beaufort County	\$25 application fee	Valid for 1 year
City of Beaufort	\$100 application fee +\$50 safety inspection fee	Valid for 6 months
Bluffton	\$325 application fee	Valid for 1 year
Charleston	\$200 application fee +\$104 fire inspection fee	Valid for 1 year
Denver	\$150 application fee	Valid for 1 year
Kiawah Island	\$500 for R1 or R2 districts \$200 for all other properties	Valid for 1 year
Monroe County, FL (Florida Keys)	\$490 application fee +\$100 minimum inspection fee \$100 renewal fee	Valid for 1 year
Savannah	\$300 application fee \$150 renewal fee	Valid for 1 year
Tybee Island	\$200 application fee + \$10 to \$20 per person, based on maximum occupancy	Valid for 1 year



Short-Term Rental Initiative Example of a Complaint Portal

Attachment D in the meeting packet shows screenshots from the Summit County, Colorado short-term rental complaint portal:

<https://www.summitcountyco.gov/1252/Complaints>

This example is for illustrative purposes only; it does not represent how the Town's portal will appear or what it will contain.



Short-Term Rental Initiative

Example of a Complaint Tracking System

Attachment E in the meeting packet shows screenshots from a short-term rental complaint tracking program.

The information, which can be filtered and searched, includes:

- ▶ The date and time of the complaint.
- ▶ The name and contact information of the complainant.
- ▶ A recording of the call, if applicable.
- ▶ The address of the subject property.
- ▶ The reported issue described in a brief narrative via the webform or by the hotline operator.



Short-Term Rental Initiative

Example of a Complaint Tracking System

The information includes: (continued)

- ▶ The category of the complaint (noise, parking, etc.).
- ▶ Whether the complainant requested the short-term rental's emergency contact be notified.
- ▶ For phone calls, whether the caller requested an automatic callback.
- ▶ Any complainant-provided evidence.
- ▶ The source of the complaint: phone hotline or webform.
- ▶ Comments from staff.

The program also allows staff to view the entire record of each rental unit or property over time.

Quick Search

Showing 1 to 20 of 20 entries

Add or Remove Filters

Call Time (Any)

Caller Name (Any)







Caller Callback Phone (Any)

Call Recording (Any)

Complaint Type (Any)

Call Time	Caller Name	Caller Callback Phone	Call Recording	Reported Address	Reported Issue
2019-10-13 07:14PM	Stacy Pobatschnig	603-555-5555		99 Goodwin Rd, Kittery Point, ME	party: There is a large dinner party and it's been happening for hours. It's 2am and i need to wake up at 6am for work. This happens every weekend with different short-term renters.
2019-10-11 12:51AM	Stacy Pobatschnig	415-715-9280		1 Paul St Unit A, Kittery, ME	other: They have llamas on the property and they are running around and getting into the trash!
2019-10-08 11:03AM	Stacy Pobatschnig	603-781-5555		10 Ox Point Dr, Kittery, ME	other: The dog will not stop barking and i can't sleep!
2019-09-06 06:42AM	ANONYMOUS	--	Call Recording	176 Brave Boat Harbor RD, Kittery Point, Maine	Nuisance at a Short-term Rental: noise: She is stating that the residence play "loud classical music every morning".
2019-09-03 10:39AM	ANONYMOUS	--		71 Chauncey Creek Rd, Kittery Point, ME	unauthorized_str
2019-09-03 10:37AM	S Witt	555-555-5555		6 Water St, Kittery, ME	unauthorized_str

No filters have been applied.

Complaint Type	Caller Requested Notification of Unit Emergency Contact	Caller Requested Automatic Callback	Caller-Provided Evidence	Source	Add/View Comments
Party	Yes	N/A	Caller-Provided Evidence 1	web form	
Other	No	N/A	Caller-Provided Evidence 1	web form	
Other	No	N/A	Caller-Provided Evidence 1	web form	 I contacted these renters yesterday and they were packing to...
Noise	Yes	No		hotline	 HL test
Unauthorized_Str	No	N/A	Caller-Provided Evidence 1	web form	
Unauthorized_Str	No	N/A	Caller-Provided Evidence 1	web form	



Questions on First Recommendation?



Short-Term Rental Initiative Review Recommendations

Second Recommendation:

That the Committee support the preliminary framework for the examination of high occupancy short-term rentals and high floor area ratio single-family homes.



Short-Term Rental Initiative Review Other Issues of Concern

On March 9, staff presented a prioritized list of issues for further consideration by the Committee:

- ▶ The effects of mini-hotels in neighborhoods.
- ▶ The effects of short-term rentals in neighborhoods.
- ▶ Whether there are too many short-term rentals.
- ▶ The effects of short-term rentals on housing.
- ▶ The effects of short-term rentals on infrastructure.
- ▶ The environmental impacts of short-term rentals.

Mini-hotels are more accurately described as high occupancy short-term rentals. Staff will use this term moving forward.



Short-Term Rental Initiative Consolidate Issues of Concern Into Two Areas of Focus

Instead of considering these issues as presented on March 9, staff proposes to refine the next phase of the short-term rental initiative into two areas of focus:

- ▶ First, an examination of high occupancy short-term rentals and single-family structures with high floor area ratios.
- ▶ Second, an examination of the impacts of the increasing number of short-term rentals on the Island and the implications of that trend for the future.



Short-Term Rental Initiative Preliminary Framework for the First Area of Focus

- ▶ Attachment F outlines the plan to address the first area of focus.
- ▶ Throughout the process, staff will consult with and request input from the public, stakeholders, subject matter experts, other communities, the Town's on-call code writing consultants, and the Town Attorney.



Short-Term Rental Initiative Preliminary Framework for the First Area of Focus

1. Define high occupancy short-term rentals and high floor area ratio single-family structures and examine their locations and trends.
 - A. Define high occupancy short-term rentals and high floor area ratio single-family structures.
 - 1) Survey the occupancies of short-term rentals on the Island.
 - 2) Select one or two ranges of high occupancy short-term rentals for examination. For example, Very High Occupancy could be defined as more than 30 occupants, while High Occupancy could be defined as 15 to 29 occupants.
 - 3) Survey the floor area ratios of single-family structures.
 - 4) Select one or two ranges of high floor area ratios for examination.



Short-Term Rental Initiative Preliminary Framework for the First Area of Focus

1. Define high occupancy short-term rentals and high floor area ratio single-family structures and examine their locations and trends. (continued)

B. Examine their locations.

1) Create maps of high occupancy short-term rentals and high floor area ratio single-family structures.

2) Include on the maps nearby short-term rentals and nearby residential properties not used for short-term rentals.

3) Include on the maps the neighborhoods in which they are located and their zoning districts.



Short-Term Rental Initiative Preliminary Framework for the First Area of Focus

1. Define high occupancy short-term rentals and high floor area ratio single-family structures and examine their locations and trends. (continued)

C. Examine trends.

1) Determine the extent to which the number and location of high occupancy short-term rentals have changed over time.

2) Determine the extent to which the number and location of high floor area ratio single-family structures have changed over time.



Short-Term Rental Initiative Preliminary Framework for the First Area of Focus

2. Analyze the impacts and effects of high occupancy short-term rentals and high floor area ratio single-family structures.
 - A. Consider impacts and effects, both positive and negative.
 - B. Collect relevant, available data on impacts and effects.
 - C. Analyze the data and determine if the magnitude of the impacts and effects warrant additional policy considerations, such as enacting standards and regulations.



Short-Term Rental Initiative Preliminary Framework for the First Area of Focus

If the additional policy considerations are warranted:

3. Review potential standards and regulations.
 - A. Survey other communities' ordinances, including their analysis of the effects of the standards and regulations and their lessons learned.
 - B. Develop and present to the Committee a list of potential standards and regulations.
 - 1) Include the costs and benefits for all parties.
 - 2) Explain if or how they could be implemented while considering property rights and existing high occupancy short-term rentals and high floor area ratio single-family structures.



Short-Term Rental Initiative Consideration of Second Recommendation

Second Recommendation:

That the Committee support the preliminary framework for the examination of high occupancy short-term rentals and high floor area ratio single-family homes.

Committee support will allow staff to execute the preliminary framework and be prepared to deliver results in the coming months.



Short-Term Rental Initiative Preliminary Plan for Second Area of Focus

- ▶ Staff will then address the second area of focus: an examination of the impacts of the increasing number of short-term rentals on the Island and the implications of that trend for the future.
- ▶ Staff will collect the data required for this examination from the *Economic Impact of Short-Term Rentals in the State of South Carolina* report submitted for the previous Committee meeting, the short-term rental monitoring service, the Island-Wide Conditions and Trends Assessment, and other sources.
- ▶ Staff anticipates presenting a preliminary framework of this examination to the Committee in the fourth quarter of 2022.



Questions on Second Recommendation?



Short-Term Rental Initiative Review Next Steps

Phase One: Establish Performance Standards for Short-Term Rentals

- ▶ With Committee support, staff will present the Ordinance to Town Council for first reading on April 5, 2022.
- ▶ If approved, staff will include funding requests in the budget for Fiscal Year 2023, execute contracts with service providers, install and test a software package, and execute a communication, code enforcement, and education plan.

Phase Two, First Area of Focus: The Examination of High Occupancy Short-Term Rentals and High Floor Area Ratio Single-Family Structures.

- ▶ With Committee support, staff will execute the preliminary framework and be prepared to deliver results in the coming months.

Phase Two, Second Area of Focus: The Examination of the Impacts of the Increasing Number of Short-Term Rentals on the Island and the Implications of that Trend for the Future.

- ▶ With Committee support, staff anticipates presenting a preliminary framework to the Committee in the fourth quarter of 2022.



Short-Term Rental Initiative Review Recommendations

First Recommendation:

That Town Council review and approve a draft Ordinance to establish performance standards for short-term rentals.

Second Recommendation:

That the Committee support the preliminary framework for the examination of high occupancy short-term rentals and high floor area ratio single-family homes.



Questions?

PROPOSED ORDINANCE NO. 2022-06

ORDINANCE NO. 2022-_____

AN ORDINANCE TO AMEND TITLE 10 OF THE MUNICIPAL CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA BY ADDING CHAPTER 2 ENTITLED “SHORT-TERM RENTALS”; AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.

WHEREAS, on December 7, 2021, Town Council adopted the Town of Hilton Head Strategic Action Plan FY2021-2022 which includes an initiative to “Adopt & Implement Short-Term Rental Regulations”; and

WHEREAS, Town Council desires to add Chapter Two (2) Title 10 of the Municipal Code of the Town of Hilton Head Island to add short-term rental regulations.

NOW, THEREFORE, BE IT ORDERED AND ORDAINED BY THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA; AND IT IS ORDAINED BY THE AUTHORITY OF THE SAID COUNCIL:

Section 1 – Addition. Section 10-2-10 of the *Municipal Code of the Town of Hilton Head Island, South Carolina* (1983), be and the same hereby added as follows:

Sec. 10-2-10. Definitions.

(1) In this Chapter, the following terms are defined terms and when capitalized in the text of this Chapter, mean:

(a) *Owner*: any person who owns one or more Short Term Rental Properties.

(b) *Short-Term Lessee*: any person occupying all or any part of a Short-Term Rental Property or any other property under any lease or other form of agreement for a period of less than thirty (30) days.

(c) *Short-Term Rental*: the leasing of any Short-Term Rental Property or permitting the occupancy of any Short-Term Rental Property or any other property by a lease or any other form of agreement.

(d) *Short-Term Rental Agent*: a person authorized by an Owner to act on the Owner’s behalf in connection with any Short-Term Rental Property or Short-Term Rental.

(e) *Short-Term Rental Permit*: an annual permit that an Owner must obtain from The Town of Hilton Head Island, South Carolina for each of an Owner’s Short-Term Rental Properties, described in Section 10-2-20 below. It is a violation of this Chapter to offer any

Attachment B

Short-Term Rental Property or any other residential property in the municipal limits of The Town of Hilton Head Island, South Carolina, for Short-Term Rental without first obtaining a Short-Term Rental Permit from the Town of Hilton Head Island, South Carolina for any such property.

(f) *Short-Term Rental Property*: any residential property in the municipal limits of the Town of Hilton Head Island, South Carolina, that, in whole or in part, is offered for lease or occupancy under a lease or any other form of agreement, for periods of less than thirty (30) days.

(2) The defined terms include the plural of any term set out in this Sec. 10-2-10.

Section 2 - Addition. Section 10-2-20 of the *Municipal Code of the Town of Hilton Head Island, South Carolina* (1983), be and the same hereby added as follows:

Sec. 10-2-20. Short-Term Rental Permit.

(1) Any Owner who offers any Short-Term Rental Property for Short-Term Rental must first obtain a Short-Term Rental Permit from The Town of Hilton Head Island, South Carolina.

(2) Short-Term Rental Permits shall be valid from January 1 to December 31 of any calendar year and shall only be valid for the calendar year during which the Short-Term Rental Permit is issued, irrespective of the date on which the Short-Term Rental Permit is issued.

(3) A Short-Term Rental Permit must be obtained for each Short-Term Rental Property that is offered for Short-Term Rental.

(4) Short-Term Rental Permits are non-transferrable and are only valid for the Short-Term Rental Property described in the Short-Term Rental Permit.

(5) It is the duty of the Owner to notify The Town of Hilton Head Island, South Carolina, of any changes to the contact information of the Owner and any Short-Term Rental Agent employed or engaged by the Owner for each Short-Term Rental Permit issued to the Owner.

(6) The application fee for a Short-Term Rental Permit shall be set each year by the Town Council in the annual Budget Ordinance.

(7) The application for a Short-Term Rental Permit shall be made on a form published by The Town of Hilton Head Island, South Carolina, and must be delivered with the application fee.

(8) Review of an application for a Short-Term Rental Permit shall be conducted by the

Attachment B

Town of Hilton Head Island, South Carolina, and the Short-Term Rental Permit shall be granted unless the Owner fails to meet the conditions and requirements of this Chapter, or otherwise fails to demonstrate:

- (a) compliance with this Chapter; or
- (b) any other Town Ordinance or any relevant state or federal law regarding activities at the Short-Term Rental Property.

Any false statements or inaccurate or untrue information in the application are grounds for revocation or suspension of the Short-Term Rental Permit and/or imposition of penalties, including denial of future applications.

Section 3 - Addition. Section 10-2-30 of the *Municipal Code of the Town of Hilton Head Island, South Carolina* (1983), be and the same hereby added as follows:

Sec. 10-2-30. Licenses, Permits, Payment of Fees and Taxes Fees Required.

- (1) No Owner may offer any Short-Term Rental Property for Short-Term Rental without initially and on a continuing basis;
 - (a) Obtaining a valid and current Short-Term Rental Permit from The Town of Hilton Head Island, South Carolina; and
 - (b) Obtaining a valid and current business license for Short-Term Rental of property from The Town of Hilton Head Island, South Carolina; and
 - (c) Paying all applicable fees and taxes associated with any application for a Short-Term Rental Permit or business license, and all sales or other similar taxes in connection with any Short-Term Rental, paying all *ad valorem* taxes for any Short-Term Rental Property.

Section 4 - Addition. Section 10-2-40 of the *Municipal Code of the Town of Hilton Head Island, South Carolina* (1983), be and the same hereby added as follows:

Sec. 10-2-40. Regulations for Short-Term Rentals and Short-Term Rental Properties.

- (1) General Regulations: During any lease of any Short-Term Rental Property, the Owner, or the Short-Term Rental Agent:
 - (a) Shall be available during any Short-Term Rental Period to respond to a complaint or other matter related to the operation or behavior of any Short-Term Lessee of the Short-Term Rental Property; and
 - (b) Shall be available by telephone at all times during the Short-Term Rental Period and capable of being physically present at the Short-Term Rental Property, or taking other

Attachment B

responsive action, within one (1) hour of notification of a complaint or other matter related to the Short-Term Rental Property; and

(c) Shall prominently display in the Short-Term Rental unit contact information for the Owner or Short-Term Rental Agent responsible for responding to complaints; and

(d) Shall maintain fully operable and building and fire code compliant smoke and carbon monoxide detectors in the Short-Term Rental Property as required by law; and

(e) Shall maintain at least one (1), or such other number as is required by any applicable building, fire or other applicable code, fully operable and charged fire extinguisher; and

(f) Shall maintain unobstructed escape routes from the Short-Term Rental Property in the event of fire; and

(g) Shall notify all prospective Short-Term Lessees of the existence of any swimming pool or hot tub at the Short-Term Rental Property and any safety equipment related to the swimming pool or hot tub prior to making any agreement for any Short-Term Rental.

(2) Noise Regulations: During any lease of any Short-Term Rental Property, the Owner, or the Short-Term Rental Agent:

(a) Shall display the following information in a prominent location in the Short-Term Rental Property:

(i) In The Town of Hilton Head Island, South Carolina, it is unlawful to unreasonably disturb the peace and quiet of those in their homes and public places (Title 17, Chapter 4, Town Code); and

(ii) Quiet hours are between 10:00 PM and 7:00 AM, though Town noise regulations are in force twenty-four (24) hours each day (Title 17, Chapter 4, Town Code).

(b) Shall communicate in writing the provisions of (2)(a)(i)(ii) above to the Short-Term Lessee prior to making any agreement for any Short-Term Rental.

(3) Trash Regulations: During any lease of any Short-Term Rental Property, the Owner, or the Short-Term Rental Agent:

(a) Shall maintain a designated trash storage area for use of Short-Term Lessees at the Short-Term Rental Property.

(i) The designated trash storage area shall be fenced or screened so that trash containers are not seen from public streets and neighboring property, except during designated pick-up times; and

Attachment B

- (ii) The Owner shall prominently display instructions for managing trash disposal, including designated pick-up times and, if applicable, relevant property owner association requirements in the Short-Term Rental Property.
 - (iii) The Owner shall ensure any outdoor trash containers remain secured to avoid spills and pests.
 - (iv) The Owner shall ensure that trash containers are not placed curbside more than twenty-four (24) hours prior to scheduled pick-up times and will be removed no more than twenty-four (24) hours after pick-up.
- (4) Parking Regulations. During any lease of any Short-Term Rental Property:
- (a) For Short-Term Rental Properties not located in a community offering twenty-four (24) hour private security personnel available to resolve parking complaints and violations:
 - (i) The Owner must designate the number of vehicles allowed to be parked on the premises during any Short-Term Rental and designate the on-site areas available for parking of vehicles. The areas for parking of vehicles must be improved with either a pervious or impervious surface. Parking areas must include a space at least nine (9) feet by eighteen (18) feet for each vehicle allowed to be parked on the premises and improved with an impermeable or semi-impermeable surface. Areas for parking must comply with all applicable requirements of Sec. 16-1-101, et seq., Municipal Code of The Town of Hilton Head Island, South Carolina (1983).
 - (ii) The Owner must notify all prospective Short-Term Lessees of the maximum number of vehicles permitted at the Short-Term Rental Property prior to making any agreement for any Short-Term Rental.
 - (iii) The Owner must ensure that no vehicles associated with the Short-Term Lessee will park off-site, including in adjacent rights-of-way, during the Short-Term Rental Lease.
- (5) Miscellaneous Regulations: During any Short-Term Rental Lease of any Short-Term Rental Property:
- (a) The Owner shall prominently display in any Short-Term Rental Property any Town-provided outreach and awareness materials related to applicable Town requirements.
 - (b) Short-Term Rental Properties must be properly maintained and inspected by the Owner or Short-Term Rental Agent to ensure continued compliance with this Chapter and all other applicable zoning, building, health and life-safety code requirements.
- (6) In addition to the requirements of this Chapter, any Short-Term Rental Property

Attachment B

must also comply with all other statutes, ordinances, regulations or private covenants applicable to the Short-Term Rental Property. Nothing in this Chapter is intended to authorize waiver of or limitations on compliance with any such requirements.

Section 5 - Addition. Section 10-2-50 of the *Municipal Code of the Town of Hilton Head Island, South Carolina* (1983), be and the same hereby added as follows:

Sec. 10-2-50. Violations.

- (1) Violations. It shall be a violation of this Chapter to:
 - (a) Lease any Short-Term Rental Property for a Short-Term Rental without complying with the requirements of this Chapter.
 - (b) Advertise any residential property for a Short-Term Rental without first complying with the requirements of this Chapter.
 - (c) Fail to comply with any requirement of this Chapter.
- (2) Violations of this Chapter are subject to the penalties and remedies available under Sec. 1-5-10, Sec. 10-1-150, Sec. 9-1-111, *et seq.* These remedies are in addition to any other remedies available at law or in equity for a violation.

Section 6 - Addition. Section 10-2-60 of the *Municipal Code of the Town of Hilton Head Island, South Carolina* (1983), be and the same hereby added as follows:

Sec. 10-2-60. Suspension or Revocation of Short-Term Rental Permit.

- (1) When the Town determines:
 - (a) A Short-Term Rental Permit has been mistakenly or improperly issued or issued contrary to law; or,
 - (b) An Owner has breached any condition upon which the Short-Term Rental Permit was issued; or,
 - (c) An Owner has obtained a Short-Term Rental Permit through any fraud, misrepresentation, a false or misleading statement, or evasion or suppression of a material fact in the Short-Term Rental Permit application; or,
 - (d) An Owner is delinquent in the payment to the municipality of any tax

Attachment B

or fee; or,

(e) The operation of a Short-Term Rental Property has been declared a nuisance; or,

(f) An Owner has been convicted of more than two (2) Violations of this Chapter in any 12-month period.

Then the Town may give written notice to the Owner that the Short-Term Rental Permit is suspended and may be revoked, pending a single hearing before Town Council for the purpose of determining whether the suspension should be upheld and whether the Short-Term Rental Permit should be revoked.

(2) The written notice of suspension and proposed revocation shall state the time and place at which the hearing before Town Council is to be held and shall contain a brief statement of the reasons for the suspension and proposed revocation and a copy of the applicable provisions of this Chapter. The written notice shall be delivered by personal service to the Owner or Short-Term Rental Agent, or by certified mail, return receipt requested, addressed to the Owner or Short-Term Rental Agent at the address for the Owner or Short-Term Rental Agent shown on the application for the Short-Term Rental Permit. The written notice will be deemed to have been delivered on the date of personal service of the written notice as documented on an affidavit of service, or on the date that the certified mail return receipt is signed for by, or on behalf of, the Owner or Short-Term Rental Agent.

(3) The hearing before Town Council on the suspension and proposed revocation of any Short-Term Rental Permit shall be held by Town Council within thirty (30) days after delivery of the written notice described in this Section 10-2-60. The hearing shall be held upon written notice at a regular or special meeting of Town Council. The hearing may be continued to another date by agreement of all parties. At the hearing, all parties shall have the right to be represented by counsel, to present testimony and evidence, and to cross-examine witnesses. The proceedings shall be recorded and transcribed at the expense of the party so requesting. The rules of evidence and procedure prescribed by Town Council shall govern the hearing. Following the hearing, Town Council by majority vote of its members present, shall render a written decision setting out its findings of fact and conclusions. The written decision shall constitute the final decision of Town Council. The written decision shall be delivered to the Owner unless a different person and method of delivery is requested by the Owner at the hearing.

(4) The written decision of Town Council may be appealed in the same manner as appeals are made from the decisions of other administrative bodies of The Town of Hilton Head Island, South Carolina. An appeal, in and of itself, does not stay the effect of Town Council's decision.

Section 7 - Severability.

If any section, phrase, sentence, or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct, and independent provision, and such holding shall not affect the validity of the remaining portions thereof.

Section 8 - Effective Date.

This Ordinance shall be effective as of January 1, 2023.

PASSED AND APPROVED BY THE TOWN COUNCIL FOR THE TOWN OF
HILTON HEAD ISLAND, SOUTH CAROLINA, ON THIS _____
_____, 2022.

John J. McCann, Mayor

ATTEST:

Krista M. Wiedmeyer, Town Clerk

First Reading: _____

Second Reading: _____

Approved as to form: _____
Curtis L. Coltrane, Town Attorney

Introduced by Council Member: _____



TOWN OF HILTON HEAD ISLAND Short-Term Rental Initiative Proposed Permit Fee & Comparison to Other Communities

Staff recommends a \$250 annual fee for short-term rental permits. The fee will recover costs associated with:

- Identifying short-term rental properties.
- Collecting data on short-term rental locations and trends over time.
- Ensuring compliance with permitting and business license requirements and tax remittance.
- Receiving, recording, and resolving violations.

Other communities' permit fees range from \$25 to \$590, with an average of \$245.

Community	Permit Fees	Permit Expiration
Asheville	\$200 application fee	Valid for 1 year
Beaufort County	\$25 application fee	Valid for 1 year
City of Beaufort	\$100 application fee +\$50 safety inspection fee	Valid for 6 months
Bluffton	\$325 application fee	Valid for 1 year
Charleston	\$200 application fee +\$104 min. fire inspection fee	Valid for 1 year
Denver	\$150 application fee	Valid for 1 year
Kiawah Island	\$500 for R1 or R2 districts \$200 for all other properties	Valid for 1 year
Monroe County, FL (Florida Keys)	\$490 application fee +\$100 minimum inspection fee \$100 renewal fee	Valid for 1 year
Savannah	\$300 initial fee \$150 renewal fee	Valid for 1 year
Tybee Island	\$200 base application fee + \$10 to \$20 per person, based on maximum occupancy	Valid for 1 year



TOWN OF HILTON HEAD ISLAND

Short-Term Rental Initiative

Example of a Complaint Collection and Referral Portal

This is an example of Summit County, Colorado's short-term rental complaint portal. This example is for illustrative purposes only; it does not represent how the Town's portal will appear or what it will contain.

Example Webpage 1 of 8

This is Summit County's webpage for short-term rental complaints.

Their webpage includes:

- A complaint hotline, answered by a person.
- A complaint submission form.
- A non-emergency phone number to call if the issue has not been resolved after an hour.
- A link to file a formal complaint with the County via email.
- A phone number to report a suspected unregistered short-term rental.

Summit County Short-Term Rental Complaints

To report non-emergency issues concerning a short-term rental (STR) property, contact the Complaint Hotline online or by phone. Non-emergency issues may include noise, parking violations, occupancy-limit violations, pet issues, feeding wildlife, trash issues or other code violations.

You must have the correct physical address of the property you are complaining about. Please use the [Parcel Query Tool](#) if you are unsure of the correct address.

- STR Complaint Hotline for Unincorporated Summit County: 970-486-1444
- [Submit a complaint online](#)

Complaint Hotline Numbers For Other Jurisdictions:

- Breckenridge: 970-423-5334
- Blue River: 970-668-8600
- Dillon: 970-368-7482
- Frisco: 970-432-8291
- Silverthorne: 970-406-4499

If you have an emergency, do not call the STR Complaint Hotline – call 911.

The Complaint Hotline is available 24/7 to assist with resolving STR complaints. If you choose to submit your complaint online, you have the option to upload a maximum of three images or videos, up to 10 MB each. **We will not accept anonymous submittals.**

When you file a complaint through the hotline, the service will contact the Responsible Agent for the specified property. The Responsible Agent will then have 60 minutes to respond with a resolution.

If the issue has not been resolved after an hour, please contact non-emergency dispatch at 970-668-8600.

File a Formal Complaint

If a Responsible Agent fails to respond to complaints within the required 60-minute timeframe and/or complaints are unresolved, you can file a formal complaint with Summit County [via email](#).

Report an Unregistered STR

To report a suspected unregistered short-term rental property, call 970-668-4186.

Attachment D

Example Webpage 2 of 8

The page below opens after clicking the Submit a Complaint link on the previous page. This page is hosted by a third-party contractor.


Let's resolve your short-term rental related issue. What best describes the issue you are reporting? If this is related to a COVID-19 short term rental complaint, please call 970-668-8600.

Unauthorized short-term rental	Violations of occupancy limits
Loud party	General noise issues
Disturbances or trespassing issues	Parking related issues
Trash related problems	Advertising violation
Fraudulent owner occupation	Other types of nuisances

Example Webpage 3 of 8

Once the issue is selected, the page below opens, which requires the identification of the property.

What is the street address of the property that you are reporting? (Don't include the unit number.)



Map Satellite

Enter a location

BACK

NEXT press Enter

Attachment D

Example Webpage 4 of 8

Once the location is selected, there is an option to describe the issue.

Optional: Please provide additional details on the issue(s) you are reporting

Additional details

0 / 2000

BACK

NEXT press Enter

Example Webpage 5 of 8

The next screen requests a link to the short-term rental listing site, if known.

If known, please provide links to any online listings associated with the suspected short-term rental. Click the X to the left of the listing below to proceed without providing any listings.

Enter the name of the hosting platform (airbnb, flipkey, homeaway, vrbo or vacationrentals) and complete the populated information by appending the unique listing ID. No additional information should be added after the unique listing ID. For Airbnb you may enter the shortened abnb.com link. For any other platform, please copy in the URL for the listing.

Examples:

- <https://www.airbnb.com/rooms/12345678>
- <https://abnb.com/ABCdEFgHlj>
- <https://www.homeaway.com/vacation-rental/p12345678>
- <https://www.vrbo.com/12345678>

Please replace '12345678' or 'ABCdEFgHlj' with the specific listing information.

If you wish to proceed without reporting a listing, click the X to the left of the default listing to delete it, then click Next.

Listing Type * Airbnb Listing URL *

X Airbnb - <https://www.airbnb.com...>

+ ADD LISTING URL

BACK

NEXT press Enter



Attachment D

Example Webpage 6 of 8

The next screen allows evidence such as photos, videos, and audio recordings to be uploaded to support the complaint.

Please submit any supporting evidence you are willing to share.

Screenshots, photos, videos, audio recordings, booking statements etc.
We accept most common audio, video, and photo file formats, up to a maximum file size of 10MB

press Enter

Example Webpage 7 of 8

After entering a name, contact phone number, and contact email address, the option to use the complaint in court is offered.

Can the information from this complaint be used in court?

Example Webpage 8 of 8

If yes is selected, the following page captures the signature of the complainant.

By sending my electronic signature, I certify under penalty of perjury that this information is accurate. I acknowledge that my signature is legally binding.

To sign, draw your signature in the space below while holding down your left mouse button, or use your finger on a touchscreen.

Legal name of Authorized Signatory *
Required



press Enter



TOWN OF HILTON HEAD ISLAND Short-Term Rental Initiative Example of a Complaint Tracking Program

This is an example of a short-term rental complaint tracking program. Town staff would use a program of this type to monitor short-term rental violations immediately and over time.

The images on the following pages show two halves of a report screen. The information, which can be filtered and searched, includes:

- The date and time of the complaint.
- The name and contact information of the complainant.
- A recording of the call, if applicable.
- The address of the subject property.
- The reported issue described in a brief narrative via the webform or by the hotline operator.
- The category of the complaint (noise, parking, etc.).
- Whether the complainant requested the short-term rental's emergency contact be notified.
- For phone calls, whether the caller requested an automatic callback.
- Any complainant-provided evidence.
- The source of the complaint: hotline or web form.
- Comments from staff.

The program also allows staff to view the entire record of each rental unit or property over time.










Attachment E

Left half of screen:

<input type="text" value="Quick Search"/> Showing 1 to 20 of 20 entries					
Add or Remove Filters					
<input type="text" value="Call Time (Any)"/>		<input type="text" value="Caller Name (Any)"/>		<input type="text" value="Complaint Type (Any)"/>	
<input type="text" value="Caller Callback Phone (Any)"/>		<input type="text" value="Call Recording (Any)"/>			
Call Time	Caller Name	Caller Callback Phone	Call Recording	Reported Address	Reported Issue
2019-10-13 07:14PM	Stacy Pobatschnig	603-555-5555		99 Goodwin Rd, Kittery Point, ME	party: There is a large dinner party and it's been happening for hours. It's 2am and i need to wake up at 6am for work. This happens every weekend with different short-term renters.
2019-10-11 12:51AM	Stacy Pobatschnig	415-715-9280		1 Paul St Unit A, Kittery, ME	other: They have llamas on the property and they are running around and getting into the trash!
2019-10-08 11:03AM	Stacy Pobatschnig	603-781-5555		10 Ox Point Dr, Kittery, ME	other: The dog will not stop barking and i can't sleep!
2019-09-06 06:42AM	ANONYMOUS	--	Call Recording	176 Brave Boat Harbor RD, Kittery Point, Maine	Nuisance at a Short-term Rental: noise: She is stating that the residence play "loud classical music every morning".
2019-09-03 10:39AM	ANONYMOUS	--		71 Chauncey Creek Rd, Kittery Point, ME	unauthorized_str
2019-09-03 10:37AM	S Witt	555-555-5555		6 Water St, Kittery, ME	unauthorized_str

Attachment E

Right half of screen:

<div style="text-align: right;">    1 </div> <p style="text-align: center;">No filters have been applied.</p>					
Complaint Type	Caller Requested Notification of Unit Emergency Contact	Caller Requested Automatic Callback	Caller-Provided Evidence	Source	Add/View Comments
Party	Yes	N/A	Caller-Provided Evidence 1	web form	
Other	No	N/A	Caller-Provided Evidence 1	web form	
Other	No	N/A	Caller-Provided Evidence 1	web form	 I contacted these renters yesterday and they were packing to...
Noise	Yes	No		hotline	 HL test
Unauthorized_Str	No	N/A	Caller-Provided Evidence 1	web form	
Unauthorized_Str	No	N/A	Caller-Provided Evidence 1	web form	



TOWN OF HILTON HEAD ISLAND

Short-Term Rental Initiative

Preliminary Framework for the Examination of High Occupancy Short-Term Rentals and High Floor Area Ratio Single-Family Structures

Throughout this process, staff will consult with and request input from the public, stakeholders, subject matter experts, other communities, the Town's on-call code writing consultants, and the Town Attorney.

1. Define high occupancy short-term rentals and high floor area ratio single-family structures and examine their locations and trends.
 - A. Define high occupancy short-term rentals and high floor area ratio single-family structures.
 - 1) Survey the occupancies of short-term rentals on the Island.
 - 2) Select one or two ranges of high occupancy short-term rentals for examination. For example, Very High Occupancy could be defined as more than 30 occupants, while High Occupancy could be defined as 15 to 29 occupants.
 - 3) Survey the floor area ratios of single-family structures.
 - 4) Select one or two ranges of high floor area ratios for examination.
 - B. Examine their locations.
 - 1) Create maps of high occupancy short-term rentals and high floor area ratio single-family structures.
 - 2) Include on the maps nearby short-term rentals and nearby residential properties not used for short-term rentals.
 - 3) Include on the maps the neighborhoods in which they are located and their zoning districts.
 - C. Examine trends.
 - 1) Determine the extent to which the number and location of high occupancy short-term rentals have changed over time.
 - 2) Determine the extent to which the number and location of high floor area ratio single-family structures have changed over time.
2. Analyze the impacts and effects of high occupancy short-term rentals and high floor area ratio single-family structures.
 - A. Consider impacts and effects, both positive and negative.
 - B. Collect relevant, available data on impacts and effects.

Attachment F

- C. Analyze the data and determine if the magnitude of the impacts and effects warrant additional policy considerations, such as enacting standards and regulations.

If the additional policy considerations are warranted:

3. Review potential standards and regulations.
 - A. Survey other communities' ordinances, including their analysis of the effects of the standards and regulations and their lessons learned.
 - B. Develop and present to the Committee a list of potential standards and regulations.
 - 1) Include the costs and benefits for all parties.
 - 2) Explain if or how they could be implemented while considering property rights and existing high occupancy short-term rentals and high floor area ratio single-family structures.



Form Name:
Submission Time:
Unique ID:

Short-Term Rental Ordinance
March 12, 2022 11:37 am
940337434

Submit Your Short-Term Rental Ordinance Initiative Comment

Your Name

Vahid Assadpour

Email

[REDACTED]

Phone

[REDACTED]

What is your comment about the Short-Term Rental Ordinance Initiative?

Short Term Rentals are great for HHI and bring a lot of families together across the USA every year. It is a destination everyone of all ages and is great revenue for the island. Families are coming together every year and have an amazing time enjoying the island. If these families don't come to the island many businesses on the island would be able to keep their doors open. Many people who come are just there to enjoy their families. Don't let a few bad apples ruin this experience for so many families.



Form Name:
Submission Time:
Unique ID:

Short-Term Rental Ordinance
March 9, 2022 7:48 pm
939343323

Submit Your Short-Term Rental Ordinance Initiative Comment

Your Name

Clotilde Book

Email

S [REDACTED]

Phone

[REDACTED]

**What is your comment about the
Short-Term Rental Ordinance Initiative?**

Anne,

I have submitted a comment when this format first came on line. However I do not see it anywhere. I am a permanent resident & have a 3/2ba STR in NFB.

I feel:

The older family homes (3/2ba) are suitable for STRs in this area as they are family homes which can be sold as a family home. However, I am against the allowance of mini hotels & realtors exploiting mini hotels and homes built with additions for the intent to produce more rentals out of character, and exploit a vast commercial sector of NFB. I bought here and raised my children here because NFB was intended as a residential community and should remain as such. There are limits of everything and this situation has gone over its limit. Leave the 3/2 ba residential homes alone and grandfather them to preserve this community. Put restrictions on homes sold for rental use as in massive reconstruction and additions with mini hotels faded out. There are too many now and they are not residential. They are a commercial property owned by companies for profit. No family will ever live in one. The effects of these have greatly impacted this community from building them, noise, parking, buffer zones, trash etc. The whole process needs re-evaluation now. Keep the commercial out of the small old communities not into party town. We have designated hotels and areas for that. People are leaving that cared about this community, and new residents don't care or know what the rules are. Realtors in their greed don't care and sell them what they want, not what keeps the community functioning properly.

I am available by phone almost 24/7 except certain circumstances. 1 hr of notification is punishable by what? Death? \$500? Each case should be judge by the timely manner it should take to rectify it. (I can't have a washing machine replaced in 1 hr nor a fridge.) A grill out of gas? Really? we have restaurants, they will not die of starvation. That can be done in a timely manor. But, that's a complaint. If it's dangerous yes address it, if not let the manager handle it. That's part of their fee. Who is going to police them on trash, parties, parking and safety procedures, fire extinguisher, smoke alarms, exits and overcrowding. The police will not barely come on a car break in. If you call the police for breaking a contract (I have a limit of persons in my contract) over the limit they will not do anything at all. They just say take them to small claims court. So my question is what do we get in return for doing all these requests and services? No thanks! No protection from the renters or for them. And no understanding for the people that work very year to host these STRs that help support the restaurants & shops. We are a part of what has been going on for years here with no fanfare until it got exploited for capital gain. Now people see it as a get rich quick scheme or hate it. One fed the other, leaving only a few of us in the middle, trying to make it work quietly.

Signs on the property to be taken up/down and...up and down and up. Absent owners can't do that, I'm handicapped and can't do that, and managing companies are not jack rabbits. Do you realize the extra work on everyone, plus.... Who is policing that? Out of our tax budget?

Quiet hrs... really should be 10am- 10pm. Let's be reasonable a good 12 hr stretch. I have neighbors that get up at 5am and would like to mow their yard the minute the sun comes up and dries it. However they are courteous enough to start after nine. But the rental next door (mini hotel) has a basketball hoop which was being used until 2-3am and then again starting again at 6-7am. Parties & music too. Who can sleep or have coffee with that racket going on. The owner's obliged and put up a sign for "No basketball, 10pm til 10 am. This works very well for the neighborhood and my quiet rental next door. I do not allow large parties, fireworks, guns etc. nor do I have a basketball hoop. Kids going to the beach are not as loud.

Communication in writing of the provisions of (c)(1) is posted along with the beach regulations in the information book provided on the desk at all times and will be posted on line where they make their reservation.

I have a service yard with trash pickup in the service yard 2x wk & 1 recycle day. All in yard and maintained by my landscaper for pickup and clean cans. Details posted on fridge & house information book on the desk. If you want something specific the town should provide a universal one that's printable off your website.

Parking, my rental has space for 4 cars on site. No parking in the street as it is a cul de sac. However a neighbor rental has space for 4 cars but it has sometimes 2 or more also parking on the street off site, wheels on. I have had vehicles from rental house parties actually block my car from getting out by parking in front of it. Due to the narrow streets and a cul de sac there is only one lane thru and no room to turn around. An ambulance nor a fire truck could access these homes. Not all NFB streets are the same.

I am not against STRs but feel they are out of control. Bad manners, over building, ruining old communities for commercial gain, (town, builders, real estate brokers, crowding) have ruined the balance of the island. Let's get it back into perspective & control.



Form Name:
Submission Time:
Unique ID:

Short-Term Rental Ordinance
March 15, 2022 9:00 am
941268918

Submit Your Short-Term Rental Ordinance Initiative Comment

Your Name

William Caywood

Email

[REDACTED]

Phone

[REDACTED]

What is your comment about the Short-Term Rental Ordinance Initiative?

Parking, noise and trash are appropriate areas for the town to review and take action.

The mini hotel question can be managed through the parking rules. Whether there are too many short term rentals should be left to the individual neighborhoods and property owners to meet demand as they see fit, within the rules governing impact (parking, noise and trash)

From: [Mark Crenshaw](#)
To: [Cyrán Anne](#)
Subject: Short Term Rental Ordinance
Date: Monday, February 28, 2022 12:21:19 PM

THIS MESSAGE ORIGINATED OUTSIDE YOUR ORGANIZATION

Anne:

My wife and I own a villa in Sea Pines that we rent for most of the year. We use a local company to manage our rentals. I am generally in agreement with the need to regulate short term rentals on Hilton Head Island. However, some of the details in your draft ordinance are overreaching and place an unreasonable and unfair burden on the property owners.

After reading some portions of the draft ordinance, I am left thinking issues being addressed such as response time, noise, trash, fire and safety are core duties that should apply to all homeowners and be performed by the appropriate local agency. I will acknowledge the likelihood short term rentals contribute to increased calls to these agencies. However, the short-term rental owners are also paying a significantly greater amount in taxes and fees. For example, I pay over 3 times (\$11,061.74 vs \$3647.10) more in property taxes than a resident where both properties have the same tax valuation.

(a)(2) The one hour response time is unreasonable and should not become a part of the final ordinance. A one-hour response time requirement places an unreasonable burden on owners/agents. That same burden isn't placed on **city services**, our local law enforcement, nor of the security and maintenance providers within the gated communities. There are also situations where island residents or visitors may need to report/complain regarding the activities of some other island resident.

(a)(5) Exterior signage is a requirement that could result in unintended consequences. You will essentially be advertising which properties are short term rentals and which are not. While it may provide some benefit, it also advertises the opportunity for nefarious activity on property known to not be occupied.

(b)(3) Expecting the owner/STR to maintain unobstructed escape routes in the event of fire is unreasonable. This is something that sounds good on paper but cannot be reasonably monitored. If there is a genuine safety issue here, this subsection should be outside the short-term rental ordinance so that it can apply to all residences and not confined to rental property.

(b)(4) This is another subsection that should not be confined to short-term rentals for many of the same reasons stated for (b)(3). Consider a home without exterior signage where this subsection did not apply, residents or visitors now have access to a known vacant pool or hot tub.

(d)(1-5) This is another section that should apply to all homeowners and not just those for short term rentals.

(e)(1-4) This has the potential to place a huge financial burden on property and does not adequately address the parking issues you are hoping to resolve. Day trippers contribute significantly to parking issues. Adequately marking areas for parking and not parking coupled with a strict ticketing/towing policy would solve these problems.

Again, I am not of the opinion that issues need to be addressed. Most of them are issues that affect everyone on Hilton Head Island. More importantly, most of them are issues that can be created by any homeowner, whether they rent their property.

I believe they should be looked at from a broader perspective and the requirements should apply to all homeowners. Hilton Head has earned the reputation as a top tourist destination as is marketed as such. The town needs to be careful as to not erode the business climate that provides the housing enabling Hilton Head to be so highly rated.



Form Name:
Submission Time:
Unique ID:

Short-Term Rental Ordinance
February 20, 2022 3:32 pm
932629606

Submit Your Short-Term Rental Ordinance Initiative Comment

Your Name

Thomas Elliott

Email

[REDACTED]

Phone

[REDACTED]

What is your comment about the Short-Term Rental Ordinance Initiative?

I do think we need better ordinances regarding short term rentals. A couple of thoughts from a one unit owner:

1. I don't think we need parking permits but each renter should be told how many spots are available at the property. There will be no street parking or parking on the grass. Patrol and ticket/tow when appropriate.

2. I don't think there is a need for 4" lettering on signs outside the rental house. This looks too commercial and not a good look for HHI. Have a database of the rental properties.

3. I am all for communicating with the guests with regards to their responsibility in terms of noise, garbage removal etc.



Form Name:
Submission Time:
Unique ID:

Short-Term Rental Ordinance
February 22, 2022 11:36 am
933276392

Submit Your Short-Term Rental Ordinance Initiative Comment

Your Name

Hope Entwistle

Email

[REDACTED]

Phone

[REDACTED]

What is your comment about the Short-Term Rental Ordinance Initiative?

Having come to Hilton Head for the pst 30 years as a rental owner I feel that the community has thrived o. The income from renters and has helped to maintain a safe community!

From: [REDACTED]
To: [Cyrán Anne](#)
Subject: Concern about short term rental.
Date: Tuesday, February 15, 2022 7:41:07 AM

THIS MESSAGE ORIGINATED OUTSIDE YOUR ORGANIZATION

After having a bit of time to digest things, I have come up with another concern about posting personal information on doors of rental properties. I just wanted to voice my concern. In addition to making it a greater target to burglaries, and a total breach of privacy, not to mention a potential nuisance with people being nit picky and calling over ridiculous things, it also opens us up to constant calls from bargain hunters who want to deal directly with the owner do they can get a place cheap. This can not only inconvenience the owners but if you can get a place cheap enough you are more likely to get a louder crowd. Not to mention making it hard for owners to have a normal life. I personally prefer the added security of going through Airbnb and VRBO and seeing a person's reviews. I strive for a higher quality of renter.

Also, if a private community has a security office, might I suggest owners must leave their numbers with them. This eliminates a lot of the complaints I heard from the zoom meeting.

Sincerely,
Lori Glasscock



Form Name:
Submission Time:
Unique ID:

Short-Term Rental Ordinance
March 15, 2022 9:31 am
941282559

Submit Your Short-Term Rental Ordinance Initiative Comment

Your Name

Mary Granito

Email

[REDACTED]

Phone

[REDACTED]

What is your comment about the Short-Term Rental Ordinance Initiative?

I am a primary resident living in Fiddlers Cove. I came from LBI, NJ, so I'm familiar what it's like to live in a tourist destination area. You get used to the busy summer months and know when and where to go during those months and at what time. I live in a condo area where owners of the condos bought to make money with rentals and have no regard for primary residents who live here. What concerns me is their only interest is the bottom line to make money. I would like to see time limitations on renting units. Could be how many months, how many weeks and then tax accordingly. I would like to see a sticker that has to be put in their window from Hilton Head government to verify they have registered their unit with you. No sticker, no rentals. You need to work with each community that allows renting and have the same rules so the whole island is on the same page. Thank you.



Form Name:
Submission Time:
Unique ID:

Short-Term Rental Ordinance
March 15, 2022 10:18 am
941307719

Submit Your Short-Term Rental Ordinance Initiative Comment

Your Name

Lynda Laff

Email

S [REDACTED]

Phone

[REDACTED]

What is your comment about the Short-Term Rental Ordinance Initiative?

Having replied to the survey and reviewing the summary of survey answers, it is clear that those who have a financial interest in short term rentals outnumbered those who are actually residents of this island. That alone should be a red flag!

We have lived here for over 30 years. Short term rentals have overtaken the island. The impacts are many including overcrowded roads, driveways, beaches, bike paths, grocery stores and restaurants. The quality of renters (meaning those who respect beach, road and pathways) has deteriorated substantially over the last 2 years. There are realtors (direct from a visitor) who actually tell their renters how to circumvent beach access rules. Soon there will be fewer residents living here to help support the island and the basic infrastructure. Do we expect rental owners to support tax increases to build new roads and bridges? I am not against tourism but I strongly believe there should be a cap on the number of rentals and ordinances to ensure that the island maintains some modicum of charm and peace.



Form Name:
Submission Time:
Unique ID:

Short-Term Rental Ordinance
March 7, 2022 5:45 pm
938367244

Submit Your Short-Term Rental Ordinance Initiative Comment

Your Name

Mike Lauro

Email

[REDACTED]

Phone

[REDACTED]

**What is your comment about the
Short-Term Rental Ordinance Initiative?**

I like the tempered approach Mayor McCann is taking to properly address the issues and concerns surrounding Hilton Head Island. As a resident of Hilton Head Plantation. I am a proud participant in the preservation and maintenance of the quality of life here on the island,

Moreover, I would like to see further serious debate and consideration for the following suggestions and concerns regarding proposed changes and/or amendments to the Short-Term Rental Ordinance Initiative.

1. Experience and evidence suggests that strict guidelines, accountability, and penalties where applicable are absolutely necessary and must be applied to both Short and Long-Term Rental property owners and Landlords, including those rentals that fall within any/all prospective Section 8 housing developments.

2. Absentee and negligent Landlords are a major cause for declining and unsightly rental conditions, adverse tenant behavior, crime, and declining property values.

3. As urban decay has historically demonstrated, the decay and crime has now penetrated suburbs, and it is very clear that no geographical area's including vacation resorts such as ours are immune from such decline. Accordingly, it is imperative that strict property and Landlord ordinances, and laws be put in place and vigorously supervised and monitored.

Thank you for your consideration of my suggestions, issues and concerns and I look forward to participating where and when possible, in the coming events planned for this discussion.

Mike Lauro



Form Name:
Submission Time:
Unique ID:

Short-Term Rental Ordinance
March 1, 2022 8:33 am
935901204

Submit Your Short-Term Rental Ordinance Initiative Comment

Your Name

Pamela Lohbeck

Email

[REDACTED]

Phone

[REDACTED]

What is your comment about the Short-Term Rental Ordinance Initiative?

We have read and understand the Short-Term Rental Ordinance proposal for the town of HHI. However, we are against placing a sign on our villa that shows it is a rental property and we have renters/guests in our villa for safety reasons for all parties. We have our rental villa registered with Plametto dunes Resort and with our Island Getaway Management, as well as Town of HHI. therefore, there is no need to place a sign on the exterior of our villa, it only draws attention to unwanted crime. The Town of HHI, PD POA and IG Management company know how to contact us, the Owners since we are registered and pay taxes on our rental property.
thank you
Pam and Mike Lohbeck



Form Name:
Submission Time:
Unique ID:

Short-Term Rental Ordinance
March 6, 2022 12:03 pm
937860924

Submit Your Short-Term Rental Ordinance Initiative Comment

Your Name

John Strother

Email

[REDACTED]

Phone

[REDACTED]

What is your comment about the Short-Term Rental Ordinance Initiative?

I live in North Forest Beach. I built a house here 37 years ago. This had been a traditionally local neighborhood community. There were small houses and some sense of community. The area has changed over the years. The town, at one time restricted the size of houses that could be here. That's pretty hard to believe right now. More and more homes are being bought by out of town developers who have no conception of neighborhood or the concept of Hilton Head and living in nature. More and more there are eight bedroom houses with 8 1/2 baths, These are really nothing more than human warehouses or each house will hold 20 to 35 people a week in the summer. They are destroying the fabric of the neighborhood I. Increasingly these homes are managed by Airbnb VRBO offsite management companies that have no way for residents to contact them about problems that are occurring in their particular warehouse. Increasingly lots are being subdivided in the two lots with huge homes. Restrictive covenant's made this Island unique and valuable restricting the size of a house encouraging smaller houses to be remodeled are all ways to increase values for everyone and quality of life. It's a horrible experience when you see a place that you've lived for 35 years And expected to spend your whole life here change and to be confronted with having to leave the place you loved. The town really needs to take action in particular encouraging renovation of the small houses so that we're not confronted with huge homes to either side of our homes that block out the sun and create noise 30 to 35 weeks a year.