

TOWN OF HILTON HEAD ISLAND

SHORT-TERM RENTAL ORDINANCE





Agenda

- Short-Term Rental Ordinance
- Short-Term Rental Permit
- Short-Term Rental Regulations
 - Parking
 - Trash
 - Noise
 - Safety
- Permit Portal
- Site Plans



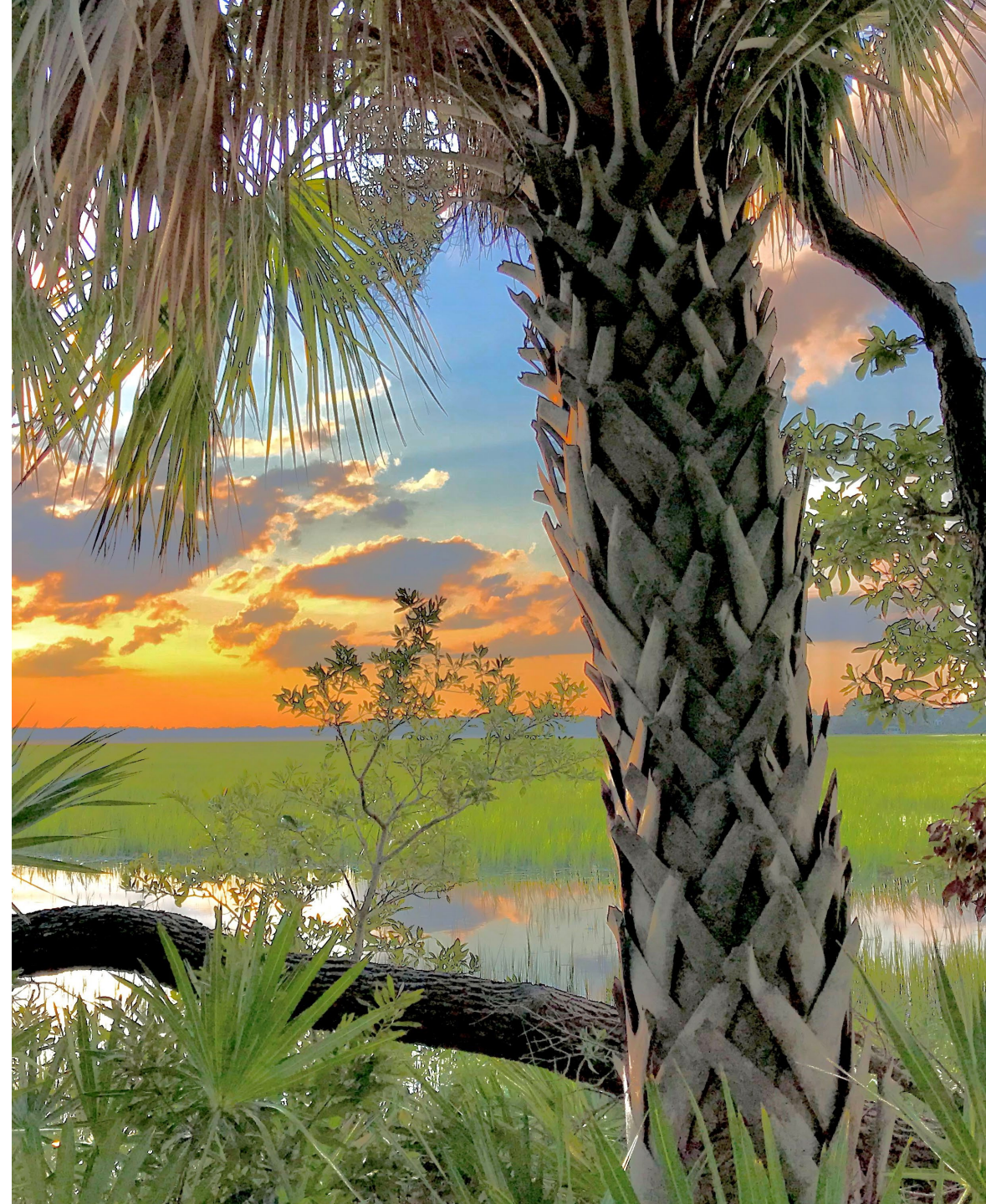
Short-Term Rental Ordinance

- In May 2022, The Town of Hilton Head Island Town Council passed an ordinance regulating how short-term rentals will operate on Hilton Head Island.
- The ordinance applies to privately owned residential properties rented to visitors for less than 30 days.
- The Town will begin the enforcement of the ordinance January 1, 2023.

Short-Term Rental Regulations

The ordinance addresses short-term rental regulations related to:

- Permits, licenses, fees, and taxes
- Vehicles and parking
- Trash storage and removal
- Noise management
- Complaint tracking and response
- Violations



Short-Term Rental Permit Fee



- The ordinance establishes the assessment of an annual fee for short-term rental permits.
- The fee is limited to recovering costs associated with identifying short-term rental properties, ensuring compliance with permitting requirements, and addressing violations.
- Town Council will determine the annual fee during the annual budget ordinance.
- 2023 Short-Term Rental permit fee is \$250 for each property offered for short-term rental.

Short-Term Rental Permit



Short-term rental permits are valid from January 1 to December 31st.



A short-term rental permit must be obtained for each short-term rental property that is offered for short-term rental.



Short-term rental permits are non-transferrable and only valid for the property that is issued the permit.



It is the duty of the owner to notify the town of any changes of the short-term rental permit.

Short-Term Rental “STR” General Regulations

- The owner or short-term rental agent must 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 take responsive action, within one (1) hour of notification of complaint or other matter related to the short-term rental property.
- The owner is required to prominently display in the short-term rental unit contact information for the owner or short-term rental agent responsible for responding to complaints.

STR Parking Regulations

01

Prior to making any agreement for a short-term rental, the owner shall notify the short-term rental lessee in writing the maximum number of vehicles permitted at the short-term rental property.

02

Each designated parking space must be an improved site at least (9) feet by (18) feet.

03

The owner will ensure no vehicles will be parked off-site on streets, or on grass or pine straw.

STR Trash Regulations

- The owner shall prominently display instructions for managing trash disposal, including designated pick-up times and, if applicable, relevant property owner association requirements.
- Trash containers must be placed in a fenced or screened area and not visible from street or neighboring property. In addition, the owner must ensure that trash containers are not placed curbside more than (24) hours in advance and that they are removed from curbside within (24) hours of pick-up.
- The owner shall ensure any outdoor trash containers remain secured to avoid spills and pests.



STR Noise Regulations



Prior to making any agreement to a short-term rental, the owner shall notify the short-term rental lessee in writing of the Town's noise regulations.

The owner shall prominently display the following information in the short-term rental property:

- 1) 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.
- 2) Quiet hours are between 10 pm and 7 am, though town noise regulations are in force twenty-four (24) hours each day.

STR Safety Regulations



- The owner shall maintain fully operable building and fire code compliant smoke and carbon monoxide detectors.
- The owner shall maintain at least one (1) fully operable and charged fire extinguisher. Additional fire extinguishers may be required by building or fire codes.
- The owner shall maintain unobstructed escape routes in the event of fire.
- Prior to making any agreement for a short-term rental, the owner shall notify the short-term rental lessee in writing of the existence of any swimming pool or hot tub at the property and any safety equipment related to each amenity.



BE A GOOD NEIGHBOR!

Just a few things to know so that we can all leave our beautiful island the same way we found it.

-  Quiet hours between 10:00 pm - 7:00 am.
-  Trash containers must be stored in a designated storage area and not be seen from the street. Please follow the trash pick-up schedule provided to you by the short-term rental owner.
-  Please park only in the designated parking spots as provided by the Owner of property. There is to be no parking on grass or pine straw.
-  Please do not disturb Sea turtle nesting areas. Be sure to turn beachfront lights off after dark and only use red beamed lights when walking on the beach at night.

Get In Touch

STR Miscellaneous Regulations

- The owner shall prominently display in the short-term rental property any town-provided outreach and awareness materials.
- The Town developed a Good Neighbor Brochure for short-term property rentals and their guests.
- Short-term rental properties must be properly maintained and regularly inspected by the owner or short-term rental agent to ensure continued compliance of the ordinance.

STR Permit Portal for Property Owners

(to launch 1/3/2023)

The Town has partnered with GovOS to assist with the management of the short-term rental ordinance.

The short-term rental portal will provide owners the following services with a 24/7 Online Business Center:

- 1) Paperless registration and permitting of a short-term rental property.
- 2) Make any changes or updates to the permit or account information.
- 3) Maintain owner or short-term rental agent contact information.
- 4) Dedicated Customer Service Support Center to assist with permitting questions.





Short-Term Rental Services for the Public

- In addition to the property owner’s short-term-rental portal, GovOS will provide Customer Support Services to the public to enhance safety and community preservation.
- The public will have access to a 24/7 Complaint Hotline with dedicated “live” operators.
- The public will have the option to complete an online complaint form.
- GovOS Customer Support will contact the short-term rental property’s owner or short-term rental agent to resolve any issues.
- GovOS Customer Support will escalate unresolved issues to the Town’s Code Enforcement Office for follow up.

Requirements for Single-Family Dwellings

- All owners of Single-Family dwellings must upload a site plan during the registration of the short-term rental that shows designated parking area and trash storage area.
- Site plans will be reviewed by town staff for approval.
- Acceptable site plans include:
 - 1) Owners may upload their own site-plan.
 - 2) Owners can use the Town's site-plan app to create a site plan. The app will be available on the Town's website and in the Owner's Permit Portal.
 - 3) Owners may contact our GIS department directly for assistance.



What else is required to operate a STR?

TOWN OF HILTON HEAD BUSINESS LICENSE

- SC Legislature passed Act 176 which now requires all owners of rental property (or portion thereof) to obtain an annual Business License.
- Business License Tax is based upon gross rental income.
- First \$2,000.00 in gross rental income=\$92.50...each additional \$1,000 is \$1.70.
- Due by April 30th each year.

LOCAL ACCOMMODATIONS TAX & BEACH PRESERVATION FEES

- You should be collecting a total of 10% taxes from your short-term rental tenants.
- 7% South Carolina taxes.
- 3% Town of Hilton Head Island taxes.
- If you rent on your own or use a non-licensed property management company such as Airbnb, you will be responsible to collect and submit the 3% Town of Hilton Head Island taxes.

The Town is Here to Help

- **Visit the Town's Short-Term Rental website page for the latest news**
<https://hiltonheadislandsc.gov/short-termrentals>
- **For assistance with site plan requirements for single-family dwellings email the Town at GIShelp@hiltonheadislandsc.gov**
- **For questions concerning the STR Program Implementation contact Barbara Wooster, Revenue Customer Service Manager at (843) 341-4652 or email BarbaraW@hiltonheadislandsc.gov**

SHORT-TERM RENTAL ORDINANCE

QUESTIONS?

