

City of Columbia Council Work Session

Monday, December 19, 2022

(Presentation to be given to Downtown Columbia
Leadership Council on December 14, 2022)

Update on STR Ordinance

Sharon Geuea Jones, Chair
Planning & Zoning Commission

Background

- 2017 Convention and Visitors Bureau Points Out Tax Discrepancy Between Hotels and STRs
- October 2019 First Ordinance is Passed by PZC (3-3) tie vote
 - Multiple Exceptions
 - Required Host to be Present During the Rental Period in Residential Districts
- February 2020 City Council Makes 14 Amendments
 - PZC Rejects Most of Them (March 2020)
- December 2020 Council Withdraws Consideration of Ordinance Asks PZC to Start Over
- December 2022 PZC Brings Forward Revised First Draft

Principles of Ordinance

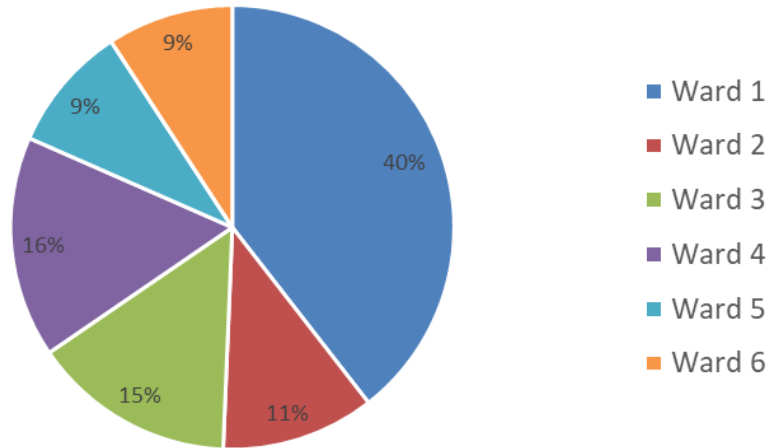
- Protecting Availability and Affordability of Housing
- Easy Access to License for Homeowners and Long-Term Tenants For Occasional Use
- Minimizing Impact on Neighborhoods
- Preventing Commercial Activity in Residential Zones
- Equitable Treatment of All Residential Zones

Data-Driven Approach

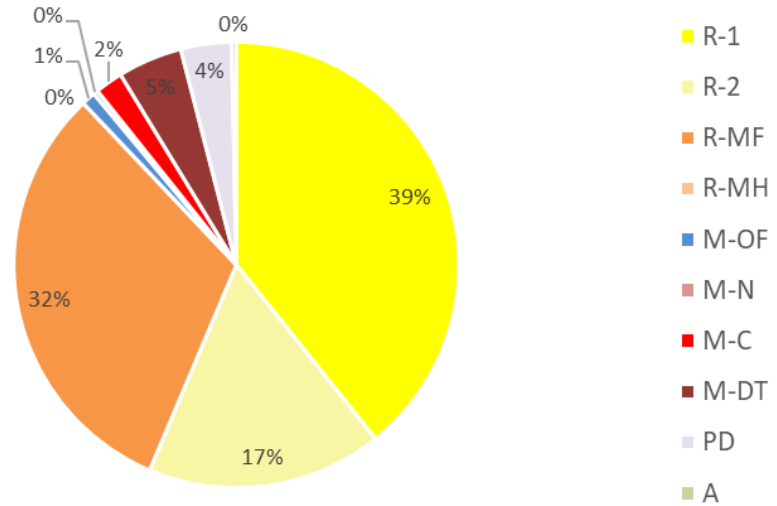
- 2020 Sr. Planner Rachel Smith Audited Current Listings
- Results Updated Throughout Process
- Commissioners Carroll and Loe Analyzed Updated Local STR Data (November 2022)
- Data Identifies Themes and Patterns in STR Operations

Where are STRs Located?

Number of Listings by Ward



Number of Listings by Zoning Classification



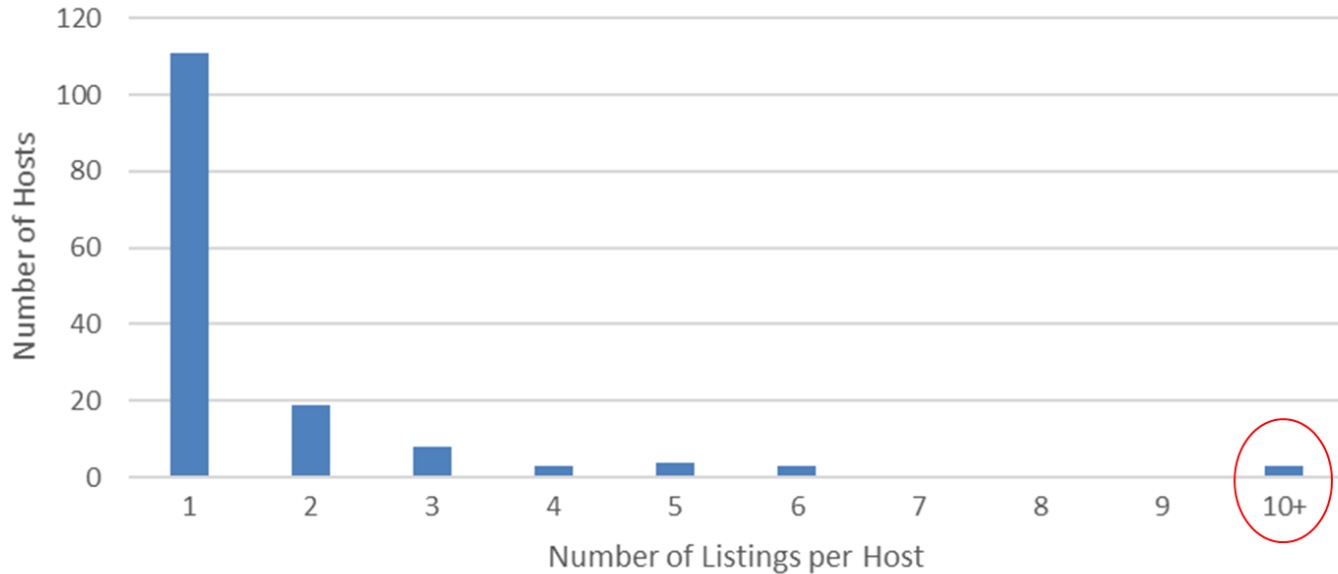
Location is a sought after feature for STRs. The central Wards appear to have most of the STR listings.

STR Distribution & Median Household Income

Area	Total housing units 2020	Occupied housing units 2020	Median Age	Owner occupied housing - 2020	Renter occupied housing - 2020	2020 MHI	% Below Poverty Level	~% of STR that appear to operate as a "principal residence"	Total # of STR reviewed in area
City of Columbia	53,746	49,371	28.8	47.40%	52.60%	\$53,447	8.50%	26.58%	300
Diff. between 2010 & 2020 data			2.1	-1.10%	1.10%	\$12,160	-2.50%		
"Ward 1" (CT 5, 7, 9, 21)	7,801	6,761	27.96	23.66%	76.34%	\$27,246	35.74%	11.48%	122
Ward 1 - diff bet 2010 & 2020				-1.24%	1.24%	\$4,997	0.14%		
CT 21 (No Central & Douglass Pk)	1,891	1,544	26.50	13.30%	86.70%	\$26,774	36.40%	21.62%	56
CT 21 - diff between 2010 & 2020				-6.20%	6.20%	\$9,211	-10.90%		
Diff. between CT 21 & Ward 1 average				-4.96%	4.96%	\$4,214	0.66%		
"Ward 4" (CT 6, 12.01, 12.02, 18.07)	8,726	8,010	41.13	77.38%	22.63%	\$85,595	3.45%	51.06%	47
Ward 4 - diff bet 2010 & 2020				0.45%	-0.50%	\$17,546	-3.23%		
CT 6 (SW area inside Stadium loop)	2,079	2,028	45.50	80.40%	19.60%	\$89,138	2.20%	51.85%	27
CT 6 - diff between 2010 & 2020				2.00%	-2.20%	\$20,055	-6.00%		
Diff. between CT 6 & Ward 4 average				0.45%	-0.50%	\$17,546	-1.25%		

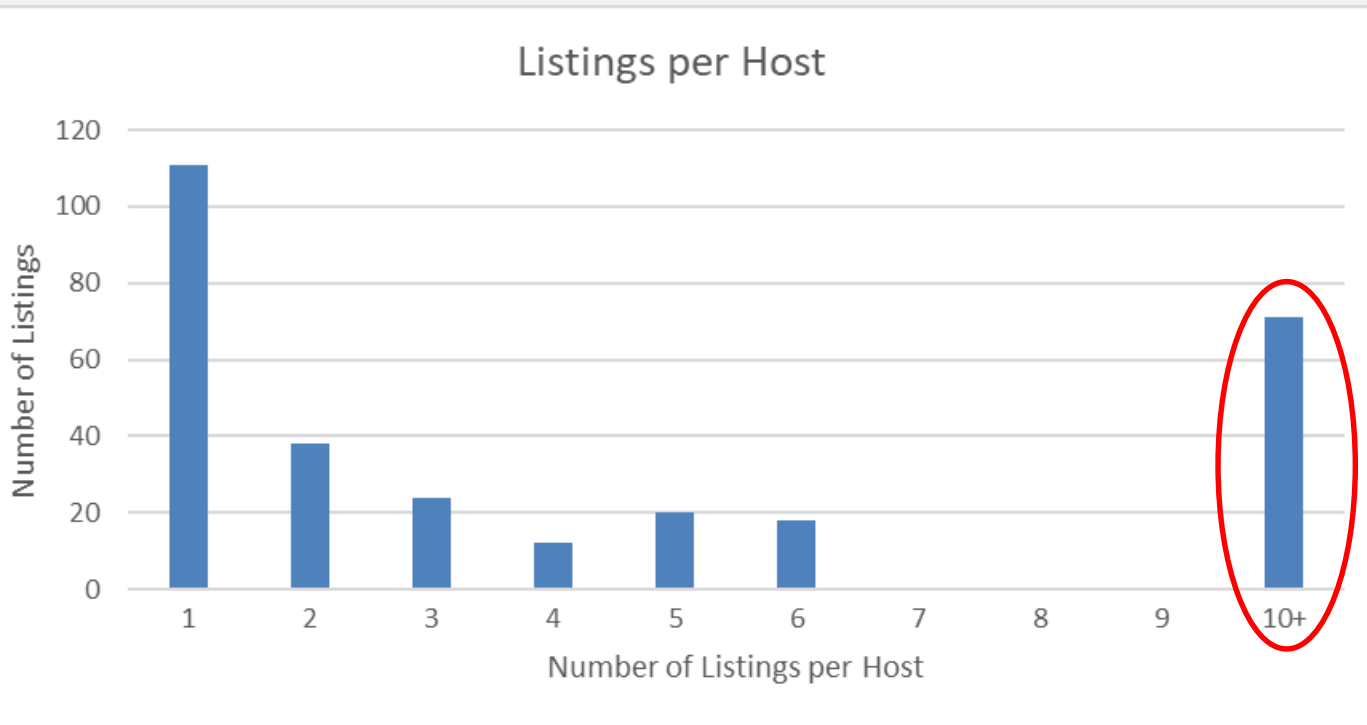
Most Current Operators Have 1 License

Listings per Host

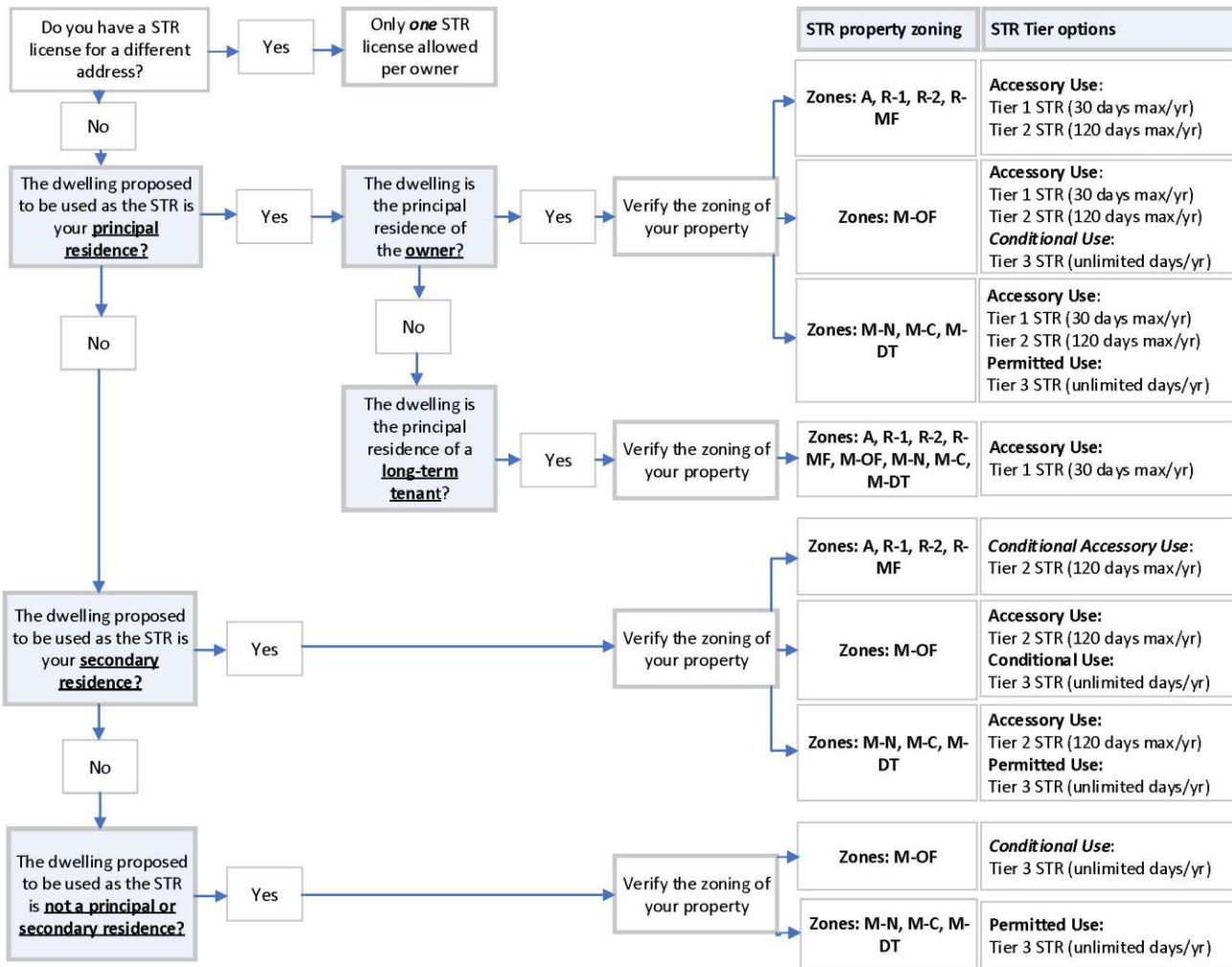


- This graph shows the number of listings per host.
- The largest grouping of hosts (111 hosts, 74%) has only 1 listing each.
- In contrast, only 3 have >10 listings. But this accounts 71 Dwelling Units that are listed as STRs.

Multi-listings are a benchmark for increased commercial activity



- This graph shows the number of listings.
- This is a measure of Multi-listing activity. A high degree of multi-listings is an indicator of more commercial type involvement.
- Here is the amount of impact that same group of hosts has on available housing.
- Based on our data, only 40 people manage more than one property, but those 40 hosts manage 60% of the total STR listings in Columbia.



Questions?

Requirements of All Tiers

- Register with the City and Get Inspected (Less Stringent in Tier 1)
- Only 1 License Per Entity
- Occupancy Based on IPMC with Maximum of 8
- Only 1 Reservation at a Time
- No Large Gatherings or Parties/Events
- Must Post License, Contact Information, and Emergency Contacts/Evacuation Plan
- May Use Registered Accessory Dwelling Unit
- License is Not Transferrable
- 12 Months to Get Compliant After Effective Date

Tier 1

- Is a Principal Residence of Owner or Tenant
 - Tenant Must Attest to Permission from Owner
- Can Be Used for Up to 30 Days in a Year
- Only Inspection is to Determine Occupancy
- Short Form Application Process

Tier 2

- Principal or Secondary Residence of Owner
 - Secondary Residences Need Conditional Use Permit in Residential Zones
- Can be Used for Up to 120 Days in a Year
- Inspections As Determined by Neighborhood Services
- Provide Off-Street Parking (1 Space for Every 2 Occupants)

Tier 3

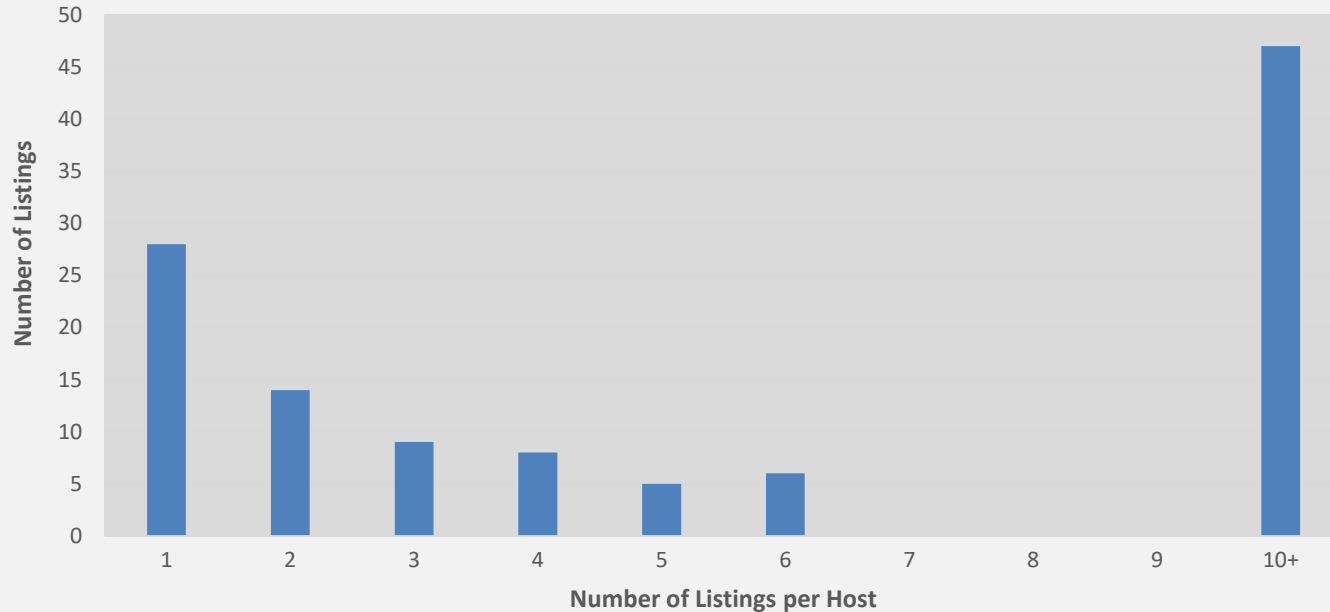
- A Principal or Secondary Residence Used for More than 120 Days
- Other Properties Used for Any Length of Time
- Only Allowed in Commercial Zones
- Inspections Similar to Other Commercial Activities
 - Includes Accessibility
- Provide Off-Street Parking (1 Space for Every 2 Occupants)

Pre-Existing Operations

- Cannot Be Treated Differently Than New Applicants
- Ordinance Allows Lead Time to Become Compliant
- Options (if Zoning does not allow)
 - Get Long Term Tenant
 - Use As Secondary Residence
 - Dispose of Property
 - Possibly rezoning

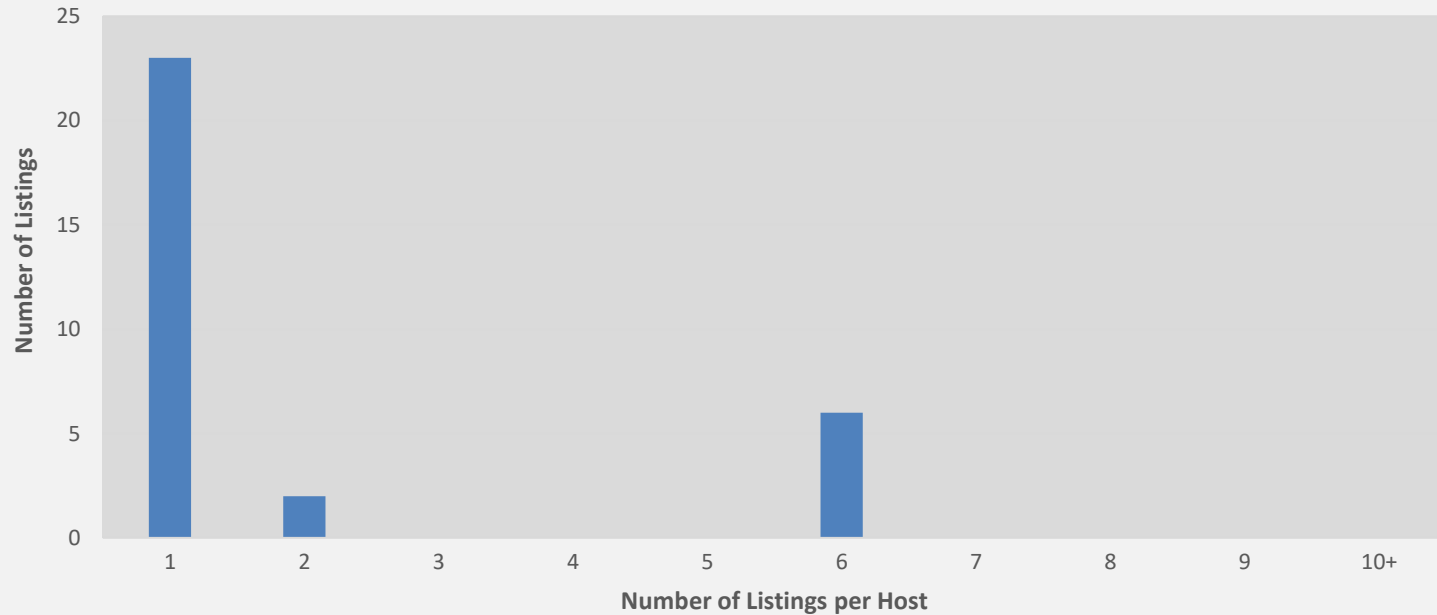
STR Data by Ward

Listings per Host - Ward 1



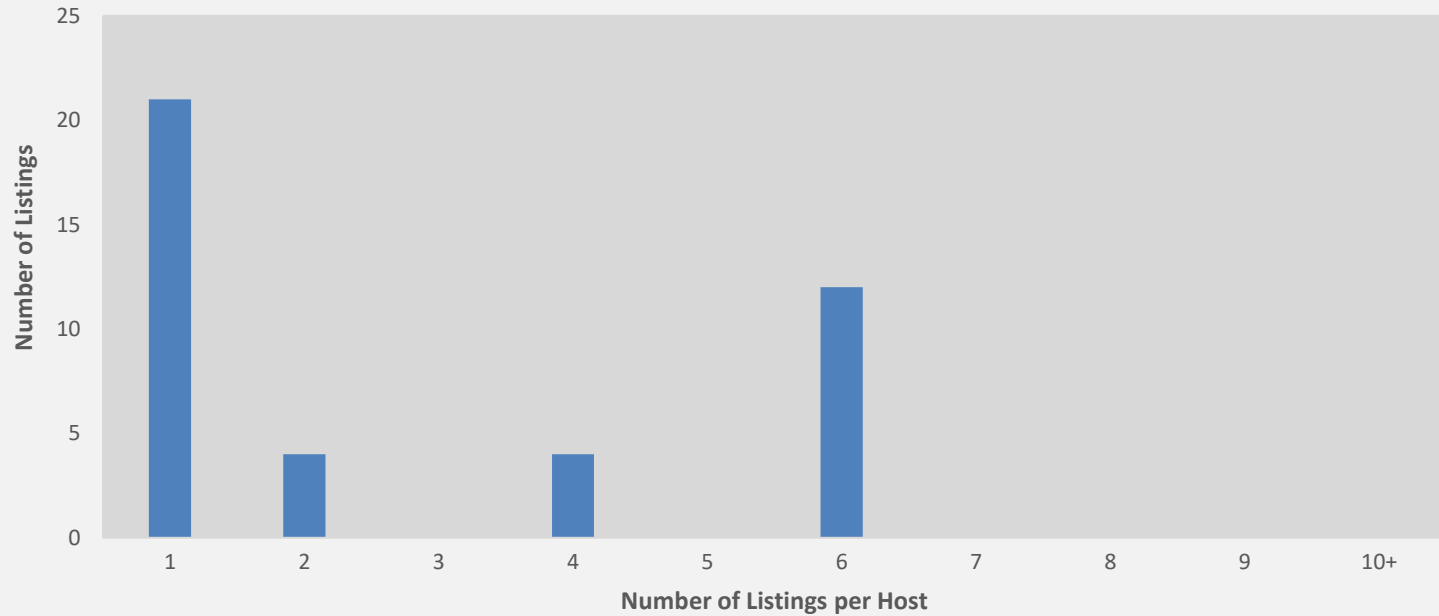
STR Data by Ward

Listings per Host - Ward 2



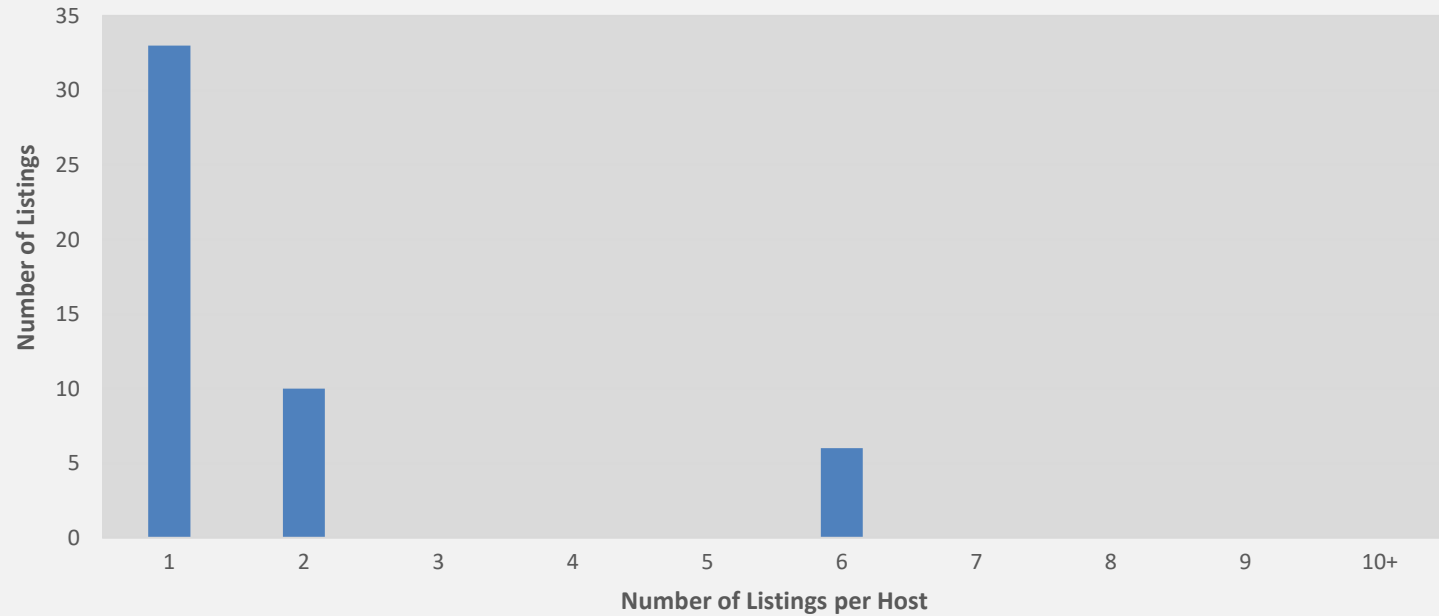
STR Data by Ward

Listings per Host - Ward 3



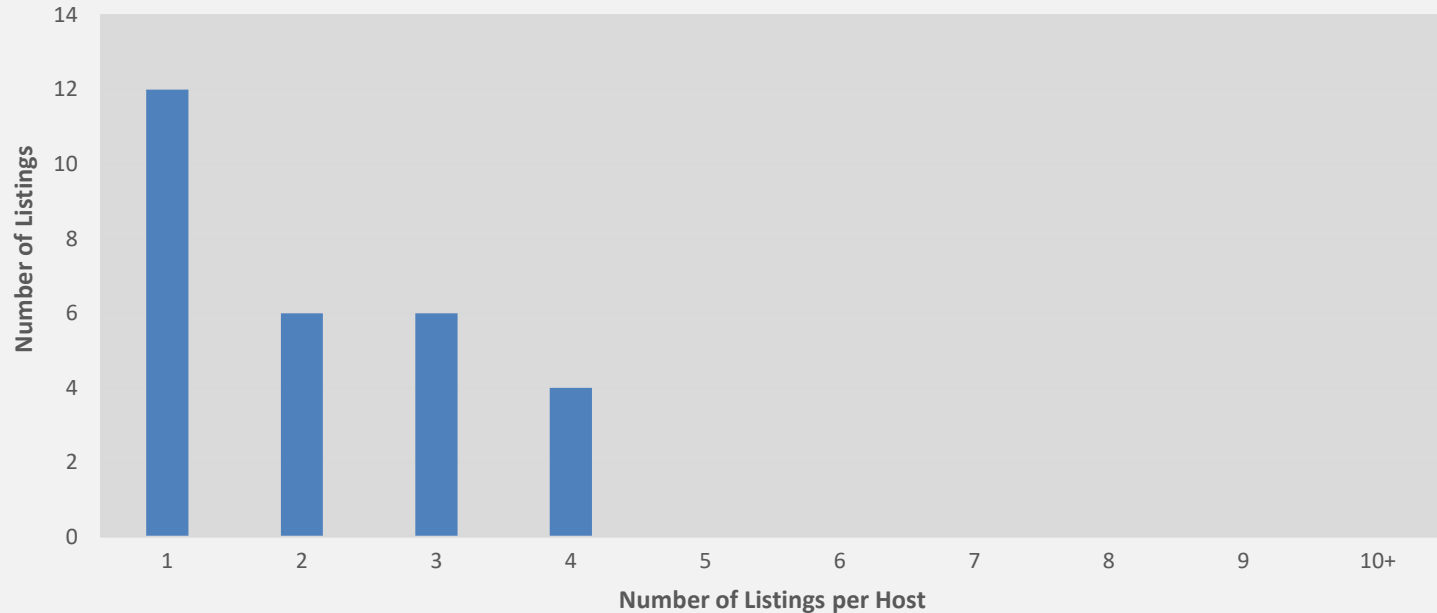
STR Data by Ward

Listings per Host - Ward 4



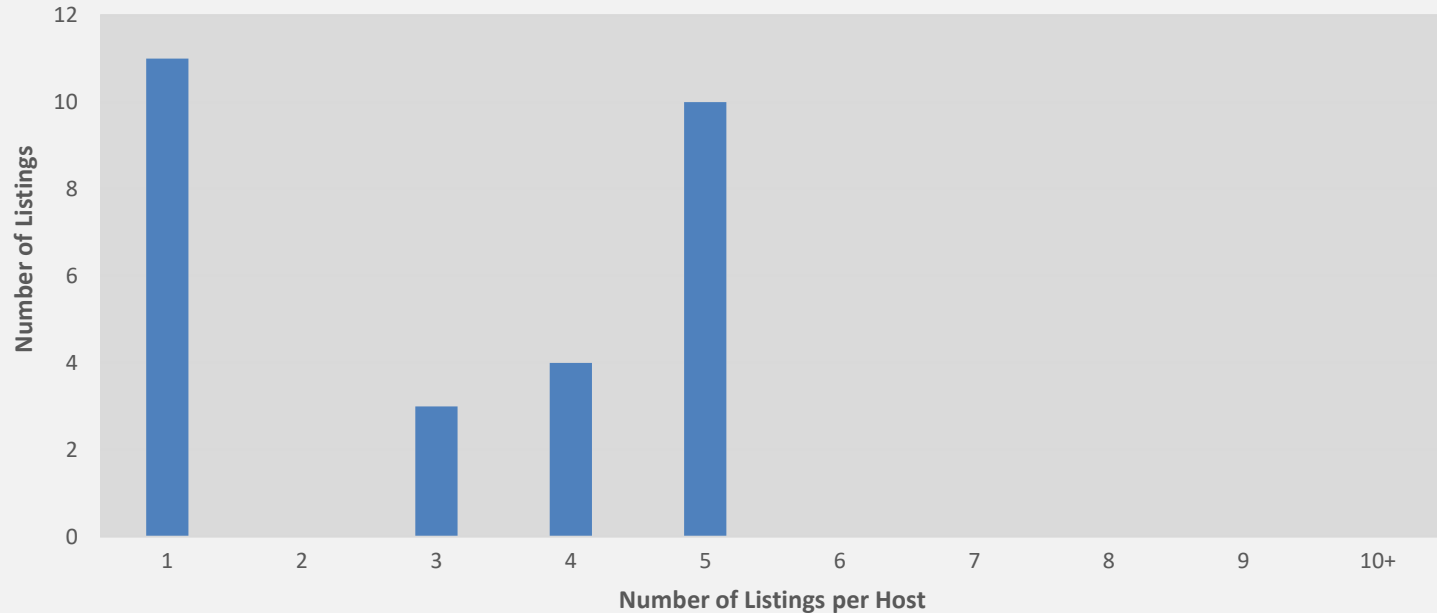
STR Data by Ward

Listings per Host - Ward 5



STR Data by Ward

Listings per Host - Ward 6



Rejected Ideas

- Allowing Full-Time STRs in Some Residential Zoning
- Requiring a Host's Presence During the Rental
- Not Placing a Cap on the Number of Occupants
- Open Licensing and Relying on Complaints to Regulate Market
- Creating Multiple Layers of Restrictions
- Requiring Additional Parking in Tier 1
- Allowing Events and Parties in an STR
- Creating a Path for Pre-Existing Operations that Cannot Comply



city of

Columbia