

MEMO

DATE: October 29, 2021

TO: Planning Commission Members

FROM: Rachel Smith, AICP, Senior Planner

RE: Short-Term Rental Zoning Regulation – Data Check In

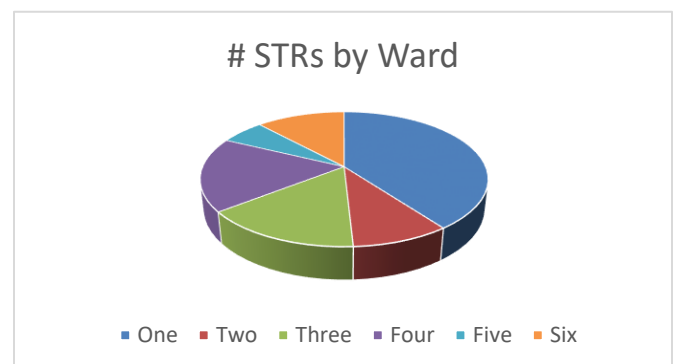
At the June 24, and September 9, 2021 work sessions, the Commission and staff re-engaged in discussion relating to short-term rental regulations. The purpose of these work sessions was to solicit input on the process that would be used in preparing new regulatory standards to address the land use. There was a shared desire that the regulations be more informed by “data” and be significantly simplified.

Staff has been working on creating a dataset of known STR rentals using a variety of data sources. This database is intended to provide information related to the location, zoning, geographic concentration, business practices, and listing types to help the Commission draft potential regulations that fit the climate of STR operations within the City. This data may be used in the future to help to bring operators into compliance with any regulations that are ultimately passed. It should be noted; however, that enforcement at this time is not the intent of the information gathering activities, but rather an attempt to assist in addressing the direction of the Commission to “right size” regulations based upon how this new use type exists within our community.

Staff has recorded data on roughly half of STRs known to be operating in the fall of 2021 and using the AirBnB website. Staff has gathered information on 124/247 listings. As staff time/workloads allow the remaining 50% of the STRs are intended to be reviewed and merged into the existing dataset with the understanding that the number of listings varies as new listings come in and out of the market and a point in time analysis is generally presented as a result. Big-picture trends are listed below.

Geographic trends (of 124 listings):

- 6 (are in Boone County (not City limits) with a Columbia Address
- 118 are in the City Limits in Wards:
 - 47 in Ward 1
 - 11 in Ward 2
 - 18 in Ward 3
 - 21 in Ward 4
 - 7 in Ward 5
 - 14 in Ward 6



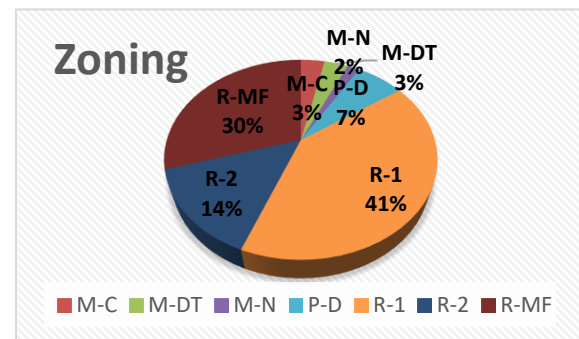
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Neighborhoods with noticeable concentrations (using recognized City NAs):

- Benton Stephens, West Ash, Meadows, County House Branch, Worley Street Park, North Central/Douglass Park, Parkade (this data is not greatly refined/reliable- neighborhoods may be better defined by subdivision neighborhood distinction, HOA area, etc. or by size/square mile analysis as neighborhood size varies greatly)

Zoning trends (of 118 listings):

- 118 have City Zoning
- M-C: 4
- M-DT: 4
- M-N: 2
- PD: 8
- R-1: 48
- R-2: 17
- R-MF: 35



STR Type (of 118 listings):

- Only 5 are private rooms (note: very inconsistent categories are used for rental type—entire home, entire rental unit, entire bungalow, entire apartment, loft, etc. are used)
- Highest occupancy units: 25, 16, 16 (looks like a duplicate), 12, 10, 10, 10, 10, 8, 8, 8, 8, 8
- Most listings are 2 persons (36 listings) or 4 persons (36 listings)
- Bedroom counts: Most are 2 bedrooms (42 listings) or 1 bedrooms (53 listings); for the highest occupancy units there are five 5 bedroom listings
- Most expensive listing: \$800 weekend rate, \$450 week night rate for 10 people in five bedrooms
- Most inexpensive listing: \$20 night for a private bedroom in a home

Hosts/Concentrations:

There are three hosts/properties we will call “superhosts” in the City’s 118 listings:

- Operator has multiple listings (15/118 city listings). Most are 1 bedroom/1 bath units for 2 persons in the \$40-50 range per night. These are located in the Briar Crest apartment complex area around 105 N. Garth. Zoned R-MF. Ward 1.
- Operator has multiple listings (11/118 city listings). Most are 1 or 2 bedrooms in the \$78-92/night listing. The property is 1211 University Avenue which is listed as a “Former dorm with 18 unit/8700 sq. ft. constructed in 2002 across from MU’s Campus”. Zone R-MF. Ward 1.
- Operation has at least 4 listings. Most are 1 and 2 beds around \$70/night. The listings located at 1621 Ashland Road (Maazi apartments) which is zoned M-C.
- There are a half-dozen or so other hosts with 3-ish listings but they are less notable in pattern of location or STR type that we picked up on.

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Host/Operational Trends: Anecdotal perceptions from going through listings.

- There are many hosts that have converted a basement to a STR listing, or live in the basement while hosting. There are several examples of units made above/part of garages, or backyard guest suites. There are a few hosts that appear to use their primary residence when traveling, or perhaps have somewhere else to stay in town. There are many hosts that appear to have one or two listings that aren't their primary residence but they appear to live locally.
- There appears to be significant remodeling work/improvements being undertaking from details in the listings themselves, before and after real estate listings, vs. host pictures. This may impact property values and affordability.
- The number of listings is slightly skewed by listings that are listed more than once but in different configurations of bed counts or units on the same property.
- Staff was able to discern actual address of a property for more than half the listings. Sometimes we have an educated guess. Otherwise, we used the cross-streets provided by the listing service with the experience that the listing is usually within 2-3 blocks of the location shown. Zoning category is believed generally accurate but is affected by properties where address is not 100% certain. Some hosts may be carefully selecting exterior photos to make it more difficult to ascertain actual addresses.

Staff looks forward to our upcoming meeting and the discussion on this topic. Should you have questions, please contact me.