



DEPARTMENT OF PLANNING & COMMUNITY DEVELOPMENT
Staff Analysis - Summary

Application No. 2019M-008-10

PROPOSED ACTION: An Ordinance By The City Of East Point, Georgia, To Amend Part 11, Chapter 9: Rental Dwellings And Rental Units To Add Provisions To Allow Homestay AND Whole House Lodging In R-1a, R-2, R-3, R-4, R-T And C-R (*Urban Residential, Two-Family Dwelling, Multi-Family, And Residential Townhouse And Commercial Redevelopment*) Districts As Uses Permitted With Prescribed Conditions and to Add Definitions

PURPOSE: Reduce noise, parking, traffic and trash problems.
Eliminate party houses, public utility and services burdens
Reduce Short Term Rentals (STR) commercial effect on neighborhood character single family communities
Improve permit and tax compliance to increase tax revenue.
Ensure a level playing field between traditional lodging providers and unlawful STR.
Reduce tension between STR property owners and their neighbors.
Improve city's responsiveness to neighbor complaints.
Provide for property maintenance accountability and longevity.

LOCATION: Citywide in the following Zoning District Classifications

Proposed Zoning Districts	
R1A	Urban Residential
R-2	Two-Family Dwelling
R-3	Multifamily Development
R-4	Multifamily Development
R-T	Residential Townhouse
CR	Commercial Redevelopment



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WARDS: The Proposed Allowable Zoning Districts will Impact each Ward as shown in Table 1.0

Proposed Zoning Districts to Allow STR's	Ward A	Ward B	Ward C	Ward D	Totals
R1A Urban Residential	1,700	2,700	0	3	4,403
R-2 Two-Family Dwelling	9	35	3	18	65
R-3 Multifamily Development	26	24	9	16	72
R-4 Multifamily Development	13	3	0	2	18
R-T Residential Townhouse	0	18	0	5	41
CR Commercial Redevelopment	349	138	0	4	491
Total properties impacted	2,097	2,918	12	48	5,090

Table 1.0

APPLICANT'S INTENT: To Amend Part 11, Chapter 9: Rental Dwellings And Rental Units To Add Provisions To Allow Homestay Lodging. To Add Administrative Guidelines to manage Home Stay Lodging, Registration Application Intake Process, Business License process and Annual Business License Renewal Process and a Taxation process.

FINANCE: TBD

BUSINESS LICENSES: To require Registration and Occupational Tax Licensing with annual renewals

LEGAL: Draft Ordinances

FINDINGS OF FACT

After reviewing city data, Ward B would be impacted the most by the proposed STR Ordinance, having approximately 2,918 parcels with zoning destinations eligible for STR registration. Ward A is the 2nd most impacted area of the city with 2,097 properties that could potentially be eligible to register as a STR in the City of East Point. Ward C having only 12 parcels with zoning district designation that would be eligible, is the least impacted Ward in the city, while Ward D has approximately 48 parcels that could become eligible.

In total, as the proposed STR Ordinance is written, approximately 5,090 parcels in all would potentially be eligible for STR registration with the City of East Point.

There are other factors that will impact whether a home would receive the registration privileges, the proposed

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Ordinance could impose distance/separation requirements, parking requirements and guest per bedroom maximums. A lottery system could also be imposed based on the how many applications are received within a certain area. These areas need further review and discussion.

Proper Enforcement Component

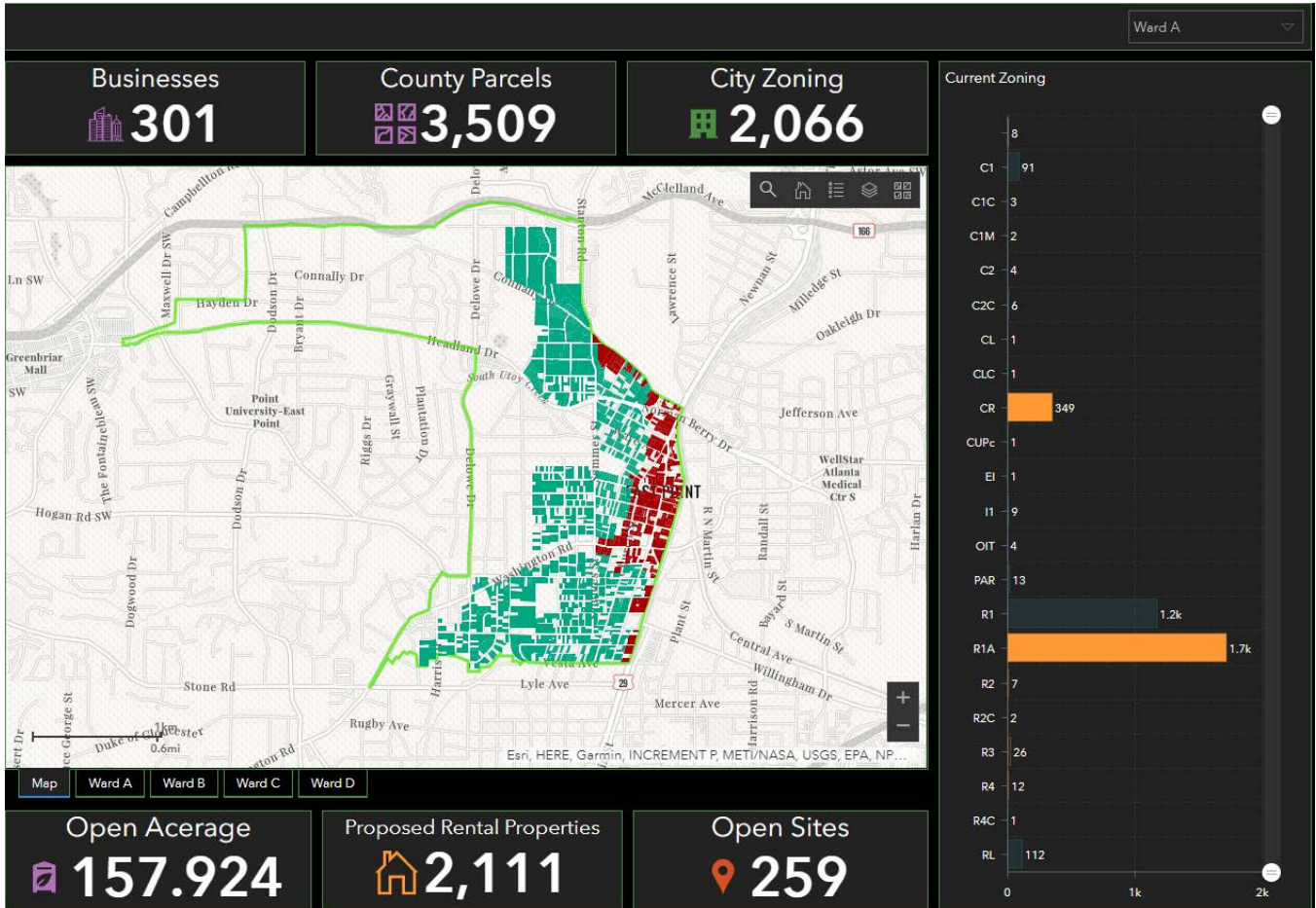
Without proper enforcement, only a portion of the Short-Term Rental may be registered and pay their fair share of taxes. It is recommended that the city obtain assistance from a 3rd party provider to enforcement coverage for mobile registration, address identification, compliance monitoring, rental activity monitoring, tax collection, dedicated code compliance hotline.

COUNCIL ACTION:

To discuss and make determinations regarding the following outstanding STR policy content:

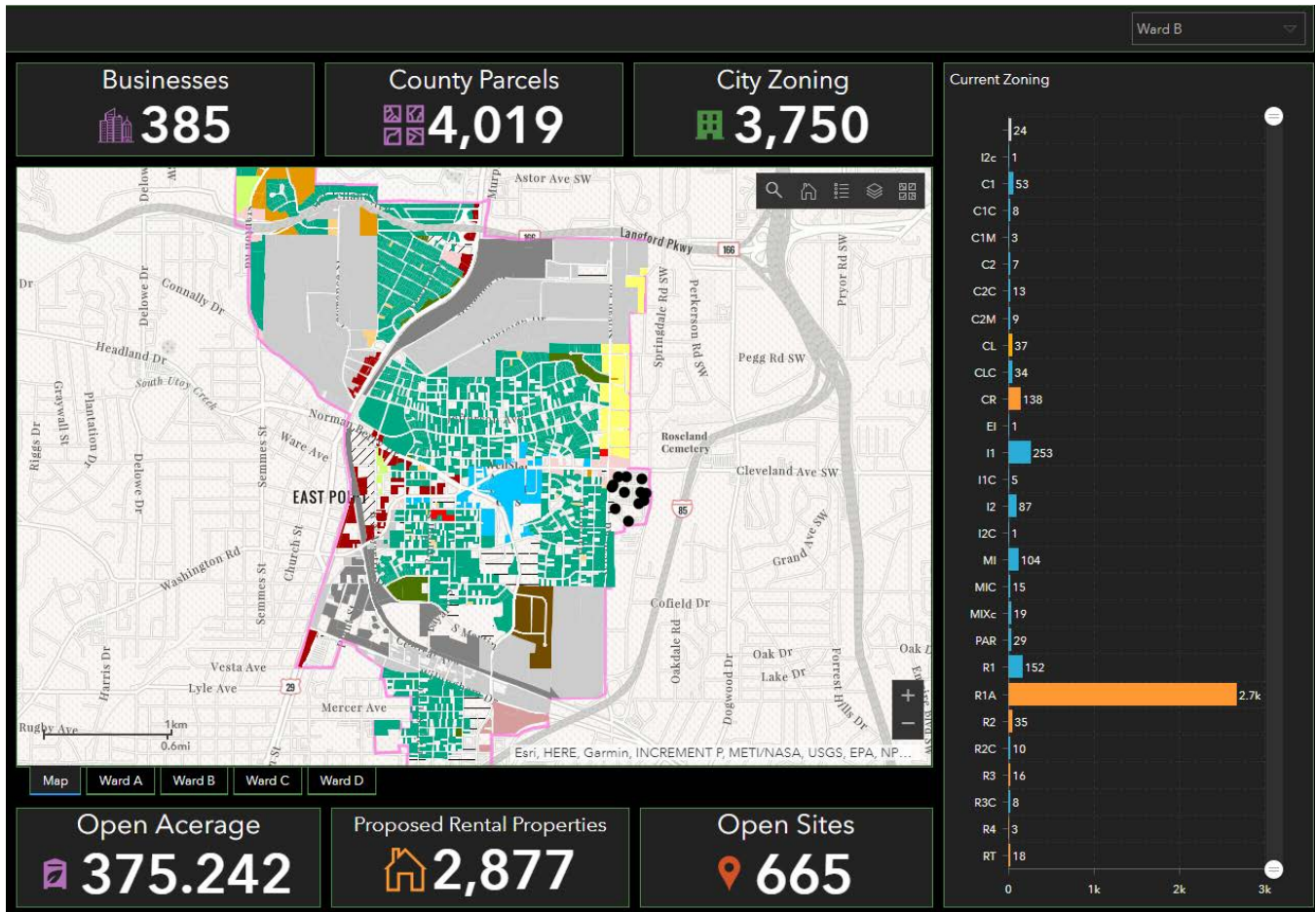
1. Taxation Component (currently under consideration while researching DCA Hotel/Motel taxation policies for the State of Georgia.
2. Business Licensing Component (1st Draft Ordinance Attached)
3. Parking Minimum and/or Maximums (To be Determined)
4. Maximum Number of Guest (Currently Considered to be capped, number is undetermined at this time)
5. Home – Stay STR Maximum Number of Days 7 or 14 days. (Confirm 7 days)
6. Geographic Area Map Component of Allowable areas and/or Districts. (Up for discussion based of data analysis)
7. Distance Requirements (Up for discussion based on data analysis)
8. Lottery Process (Up for discussion based on data analysis.)

Exhibit A
Ward A STR Zoning Map



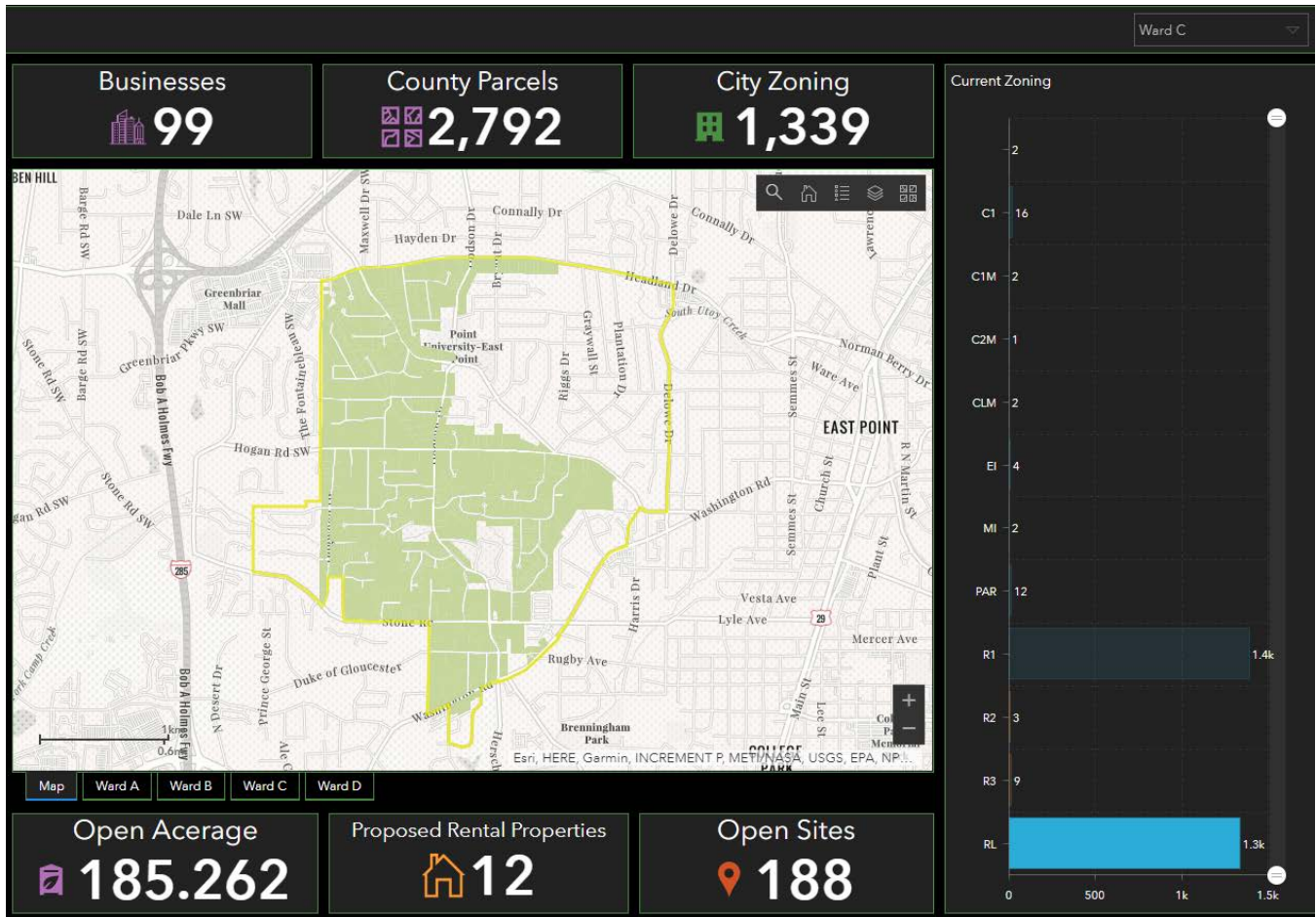
There are approximately 2,100 parcels located in Ward A, within the 6 zoning classifications being considered for Short Term Rental housing eligibility. 61.5% of Ward A parcels have a zoning classification considered for STR's.

Exhibit B
Ward B STR Zoning Map



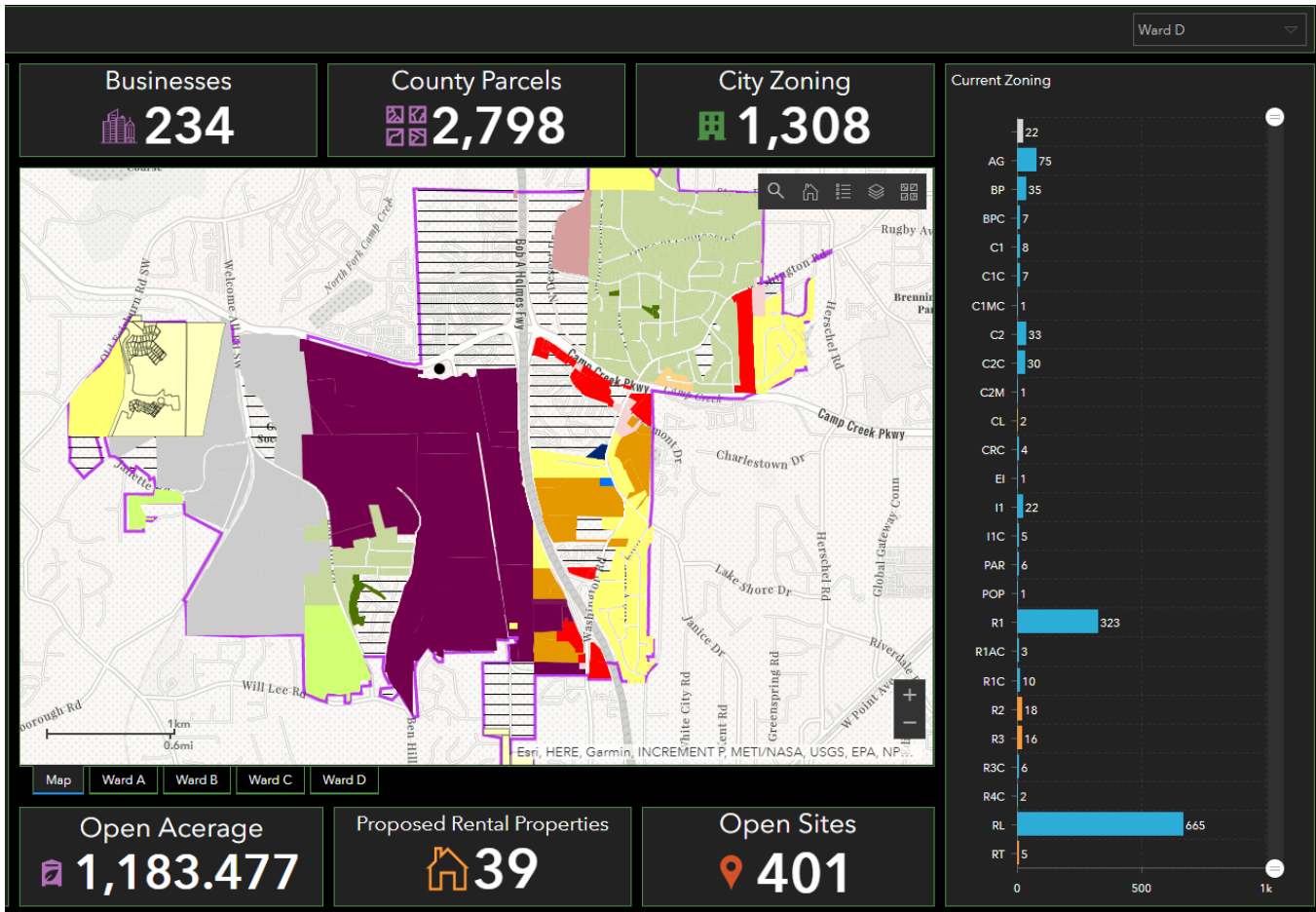
There are approximately 2,900+/- parcels located in Ward B within the 6 zoning classifications being considered for Short Term Rental housing eligibility. 71% of Ward B parcels have a zoning classification considered for STR's.

Exhibit C
Ward C STR Zoning Map



There are approximately 12 parcels located in Ward C within the 6 zoning classifications being considered for Short Term Rental housing eligibility. 0.42% of Ward C has a zoning classification considered for STR's.

Exhibit D
Ward d STR Zoning Map



There are approximately 40+/- parcels within the 6 zoning classifications being considered for Short Term Rental housing eligibility. 1.39% of the of Ward D parcels have a zoning classification considered for STR's.