



Short-Term Rental Regulations

From a STR platform and land-use regulation perspective

Missouri Municipal League 89th Annual Conference





Short-term Rental Regulations

The Missouri Landscape



Major tourism markets

- St. Louis – A work in progress begun in 2019. A bill is working its way through the board of aldermen (BB33). It puts a heavy emphasis on public safety and relies on close partnership with the platforms. It imposes tourism taxes and imposes a limit of four licenses per entity.
- Kansas City – Passed their original ordinance in February of 2018 and passed a new ordinance in May of 2023. The original approach was flawed and it led to a proliferation of non-compliant STRs. Faced with significant neighbor backlash the new version is more punitive.
- Springfield – Passed their original ordinance in January of 2019. It works the best but it is the smallest market. It relies on density and neighbor consent. Conditional use permits go to the full council. It is not without problems and a refresh of the ordinance is probably in order.
- Branson and Lake of the Ozarks – largely permissive, laissez-faire

COLUMBIA CODE PROCESS

- Began efforts in 2017 to create “level playing field” between hoteliers and property owners
- Limited complaint record with STRs – approximately 400 active within Columbia
- First ordinance presented in November 2019. Contained 2 tiers of occupancy -“owner” and “non-owner”, had licensure limits, did not contain day limits
- Withdrawn from consideration in December 2020
- Re-initiated drafting process in June 2021 – expectation was a streamlined ordinance with impacts on affordable housing being considered
- Planning Commission conducted its own research and statistical analysis of STR market and impact on housing stock – created 5 objectives for regulations
- Technical staff and Planning Commission evaluated multiple “peer” city regulations

COLUMBIA CODE PROCESS

- Technical staff commentary on chosen regulatory approaches frequently rejected
- December 2022 redrafted ordinance presented to Council no comments offered
- Council requested additional public input prior to authorizing public hearings
- Planning Commission expressed concerns over engagement process and results; majority of respondents not STR operators were unsupportive of several ordinance standards
- Public comment collected between Feb/Mar 2023 and presented in July 2023
- Present Ordinance contains the following elements:
 - Zoning District limitations (accessory use, conditional use or “by-right” use)
 - Three Tiers - based on annual rental days (30, 120, or unlimited) no extension options
 - Licensure Limits - one permit registrant (i.e. owner or authorized long-term tenant) with no appeal process for additional licensure

COLUMBIA CODE PROCESS

- Present Ordinance contains the following elements:
 - Differentiation between “Principal Residence” occupant (long-term resident or not)
 - “Supplemental use-specific” addressing:
 - Occupancy limits per STR (maximum of 8, subject to IPMC)
 - Neighborhood impacts (supplemental parking, STR usage)
 - ADUs (accessory dwelling units) usage as an STR
 - Cross-references to licensure process
 - Licensure transferability
 - Compliance – 365 days



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Types of Ordinances



Types of Ordinances

- Ordinances usually fall into two buckets: Zoning (land use planning) and Operating requirements.
- Ordinances can be prohibitive and they can be permissive. Most fall in the middle, allowing STRs but limiting where and how they can operate.
- Zoning regulations look at where they can operate, what types of structures can operate as STRs, and to some degree who can operate a STR in the city limits.
- Operating regulations focus on how STRs can operate, when they can operate, and also to some degree who can operate a STR.
- Owner-occupied vs. non-owner occupied distinctions; day limits; occupancy limits; parking and noise restrictions; emergency contact; signage – all are examples of operating regulations



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Other Policy Considerations



Other Policy Considerations

- Look at STR regulation through a holistic lens, one that includes not just housing policy but public safety, tourism, taxation and community development
- Does our community have a “party house” problem associated with STRs?
- Are STRs clustered in certain wards/neighborhoods or are they dispersed?
- What is our inventory for guest accommodations currently and planned?
- Do we have a tourism tax in place, and would it/does it apply to STRs?
- Where are businesses locating in our community?
- What draws tourists and is there a need for guest accommodations nearby?
- How do we make STR impact a net positive in our community?



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Recommendations for Success



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- Look at peer communities but understand that a boiler-plate does not exist and cookie cutter will not work
- Platforms can be trusted partners in the compliance effort
- Prepare for a “mulligan” and that is OK
- Balance is key
 - Don't let one stakeholder(s) dominate the debate – be sure to hear from all sides
 - STR operators
 - Neighborhood groups
 - Hotels and B&Bs
 - CVBs, tourism officials, meeting planners
 - Platforms
 - Law enforcement/Code enforcement/Information Technology