

# June Lake Short-Term Rentals Workshop

*Data & Information Review*

*June 7, 2017*



# Ground Rules

- Be respectful and civil
- Represent yourself and your own opinion/intentions
- Participate positively
- Give all ideas an honest chance
- Seek understanding



June Lake:  
Business and Property Owners' Focus Meeting

# Staff Role

- **We are listeners, facilitators, and analysts:**
  - Accurately record what you say
  - Provide analysis to show where there is common ground
  - Identify irreconcilable differences
  - Encourage the exploration of solutions
  - Develop policies based on these outcomes

# Why are we here today?

*\*Subcommittee provided guidance to develop this process.*

- **Purpose:** *Conduct a community conversation to update June Lake Area Plan policies to address short-term rentals in residential areas.*
- **Need:**
  - Short-term rentals are a common issue in resort areas and is not going away.
  - Decisions are needed to handle the issue and ensure protection of area and neighborhood character.
- **Principles:**
  - Opportunity for input
  - Consensus/common ground in the best interest of the community
  - Public engagement
  - Finality and certainty



# Policy Development

- **Neighborhood character:** Things to protect, the WHY of the policy
- **Negatives:** Things to prevent, avoid, mitigate, control, minimize
- **Positives:** Things to take advantage of, reap benefits of
- **Solutions:** How do we get there?
  - Can we protect character, minimize negatives, take advantage of positives?

*The process is MESSY!*

*It is not quantitative or black and white.*

*It requires the weighing of options, input, and trade-offs in pursuit of the best possible outcome.*

# Data & Information: Making Sense of It

- Start with raw data
- Combine meetings (except for solutions)
- Group like things together into a category and name it
- Review: look for patterns, what is supported and not supported, start to ask questions about what the information means
- Explore: how are various solutions or outcomes supported or not supported by this information?

# Leonard Avenue: Neighborhood Character

- Access
- Peacefull
- Friendly
- Unique
- Alpine Village atmosphere
- Well-planned area
- Topography

# Leonard Avenue: STR Negatives

- Signage – negative aesthetics
- Typical concerns do not apply to Leonard Avenue



# Leonard Avenue: STR Positives

- Property integrity
- Safety
- Prohibits (reduces) vandalism
- Limits animal damage
- Increase taxes/fees
- Economic benefits/increases competitiveness
- No known opposition
- Low property density

# Leonard Avenue: Impacts on June Overall

- Improve Commerce
- Help to keep Mtn open & other businesses
- Increased traffic
- Leonard Ave can meet June Lake's need for STR at a whole
- Leonard Ave recognizes and empathizes with issues in other areas
- June Lake properties are family investment properties as opposed to commercial investments

# Leonard Avenue: Solutions

- Allow Type I & Type II (5 of 5)
- Require response within a certain time (e.g. 1 hour) (5 of 5)

# Highlands: Neighborhood Character

- Open feel of the neighborhood
- No fences and wildlife can easily move through the neighborhood
- Not all roads plowed in winter
- CC&Rs maintain the peacefulness of the neighborhood

# Highlands: STR Negatives

- Noise
- Alcohol
- Drug use
- Excessive car parking
- Property owners may not be paying the transient occupancy tax

# Highlands: STR Positives

- Provides TOT



# Highlands: Impacts on June Lake Overall

- Downside: some crowding and rowdiness
- Upside: boost community with economic activity

# Highlands: Solutions

- Enforce existing rules (1 of 1)

# Petersen Tract: Neighborhood Character

- Nature/environment
- Quiet
- Sense of neighborhood
- Safe
- Limited roads/access
- Access to activities
- Other

# Petersen Tract: STR Negatives

- Reduces workforce housing
- Increased traffic and parking issues
- Increased noise
- Reduced safety
- Inadequate enforcement/management
- Disrespectful/disruptive behavior
- Trash
- Other

# Petersen Tract: STR Positives

- Increased revenue for County services
- Improved economy
- Property improvements/homeowner benefits
- Social opportunities
- Increased housing
- Eliminate illegal rentals

# Petersen: Impacts on June Lake Overall

- Negative economic impact
- Changes character of community/neighborhoods
- Increases enforcement needs/County expenses
- Economic benefits
- Exacerbates workforce housing shortage
- Benefits to homeowners
- Other



# Petersen Tract: Solutions

- See Spreadsheet
- Straw poll only: no statistical value
- Gives a “sense” or “temperature” of supported solutions
- Other solutions may still be acceptable, and may make sense to protect character, reduce negatives and increase positives

# Clark Tract: Neighborhood Values

- Wildlife
- Nature & environment
- Dark skies
- Sense of neighborhood/friendly neighbors
- Peace & quiet/privacy
- Views
- Low density & residential development
- Safe
- Low/slow traffic
- Access to activities
- Other

# Clark Tract: STR Negatives

- Disrupts sense of neighborhood
- Disrespectful/disruptive behavior
- Management/regulatory issues
- Inadequate enforcement/  
Neighbors policing each other
- Change in property values and  
low density/residential character
- Increased noise
- Increased trash
- Increased lights
- Parking issues
- Road issues: traffic, winter  
conditions, maintenance
- Decreased safety
- Impacts to wildlife
- Negative impacts to local business
- Reduced workforce housing
- Equity: No \$\$ for costs
- Too dense
- Other

# Clark Tract: STR Positives

- Economic benefits for June Lake (and entire county)
- Meets a market need
- Increases County revenue/taxes for services
- Opportunity for wildlife education
- Regulatory control/increased accountability
- Social Opportunities
- Benefits property owner/provides for property improvements
- Short term is less impactful/location matters
- Provides flexibility & personal choice
- None

# Clark Tract: Impacts on June Lake Overall

- Potential to incentivize construction
- Infrastructure/service impacts
- Economic benefits
- Negative economic impacts
- Property value impacts: positive & negative
- Change in residential character
- Appropriate in some locations, not in others
- Reduction of workforce housing

# Clark Tract: Solutions

- See Spreadsheet
- Straw poll only: no statistical value
- Some people participated in many (in some cases all!) meetings & sticky dot exercises
- Gives a “sense” or “temperature” of supported solutions at that particular meeting
- Other solutions may still be acceptable, and may make sense to protect character, reduce negatives and increase positives



# Policy Direction: June 14

- What appears to be reasonable policy direction for the various neighborhoods?
- Where is the “sweet spot” that protects character, reduces negatives, and enhances positives, to the extent possible?
- Or, if there’s no sweet spot, what does the input seem to support?

# Next Steps (ideally...)

- **Policy Direction: June 14, 1-4 pm**
  - Consider full range of potential solutions, identify policy direction based on analysis
- **Review Draft Area Plan Policies: June 28, 6-9 pm**
- **Add CAC Review & Recommendation: Special July Meeting? Aug. 2?**
- **Planning Commission: August 17 (or Sept)**
- **Board of Supervisors: September 5, 12 or 19 (or Oct)**

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