

Pacific Grove Chamber of Commerce (PGCC)  
Position on the Short Term Rental Initiative

The intent of the Short Term Rental (STR) Initiative is to limit STRs in the residential zone of Pacific Grove. The initiative will allow the below STRs:

1. Coastal zone properties
2. Commercial Districts
3. Home sharing, room rentals in resident-occupied homes

The Chamber supports the initiative for the following reasons:

1. STRs have impacted all lodging establishments in Pacific Grove especially small bed and breakfast inns
2. The initiative is a reasonable compromise that is balanced and designed to protect the character of the residential community and workforce housing in Pacific Grove
3. The Chamber Board of Directors thoroughly reviewed the initiative and concluded that it is in the best interest of the business community to support it. The Chamber's position is consistent with Pacific Grove Hospitality Improvement District and Monterey County Hospitality Association
4. STRs are in the residential area where issuing a business license for such a commercial venture is prohibited by City law
5. In 1986 the residents of Pacific Grove overwhelmingly voted for a citizen's initiative, Measure C, that prohibited the City's 19 lodging establishments from expansion or addition of rooms and facilities. The law governs commercial overnight transient occupancy in the entire City. We believe that it is not fair to allow the addition of 280 STR homes while the lodging establishments are prohibited from expanding