

Pacific Grove Neighbors United

Information Bulletin

Laws Affecting Short-Term Rentals (STRs) Within The City of Pacific Grove



Measure M Limits STRs – As of May 28, 2020, STR licenses for residential property outside the Coastal Zone have expired and cannot be reissued. STR licenses are now limited to residential property within the coastal and commercial zones. Home Sharing (room rentals in resident occupied homes) continues throughout the entire city.

Your Involvement Matters

Measure M is a citizen initiative that qualified for the November 6, 2018, ballot. City voters overwhelmingly approved it. The City of Pacific Grove is solely responsible for enforcing Measure M. However, Pacific Grove Neighbors United is willing to assist any resident with the code compliance process, which can be very intimidating. Feel free to contact us. Here are some resources to help you and your neighbors.

- **City STR Page (lots of info):** www.cityofpacificgrove.org/str
- **City Code Compliance:** codecompliance@cityofpacificgrove.org
- **Pacific Grove Neighbors United:** contact@pgneighbors.com or (831) 375-2705

Finally, the best way to enforce Measure M is to elect city council members who respect the will of the people. Please keep this in mind during the campaign season and at the next election. Thank you.

Real Home Sharing Continues

Home sharing (hosted) and Short-Term Vacation Rentals (non-hosted) are not the same thing and houses that sit empty until rented by the night are hardly “homes.” STRs are a commercial use - “mini-motels” - out of place with residential uses. Measure M only affects STRs, not home sharing, seasonal rentals, or house swaps. Here are some helpful definitions:

- **Short-Term Vacation Rentals (STRs):** Houses repeatedly rented for short terms (less than 30 days), frequently overnight, just like motels.
- **Home Sharing:** Single family homes that rent a bedroom on a short-term basis while the property owner or long-term tenant is also present.
- **Seasonal Rentals:** Homes rented for intermediate terms, typically 30-90 days.
- **House Swaps:** An owner/family trades houses with another owner/family, typically for a vacation but without exchanging money.

Thank you, Pacific Grove Voters

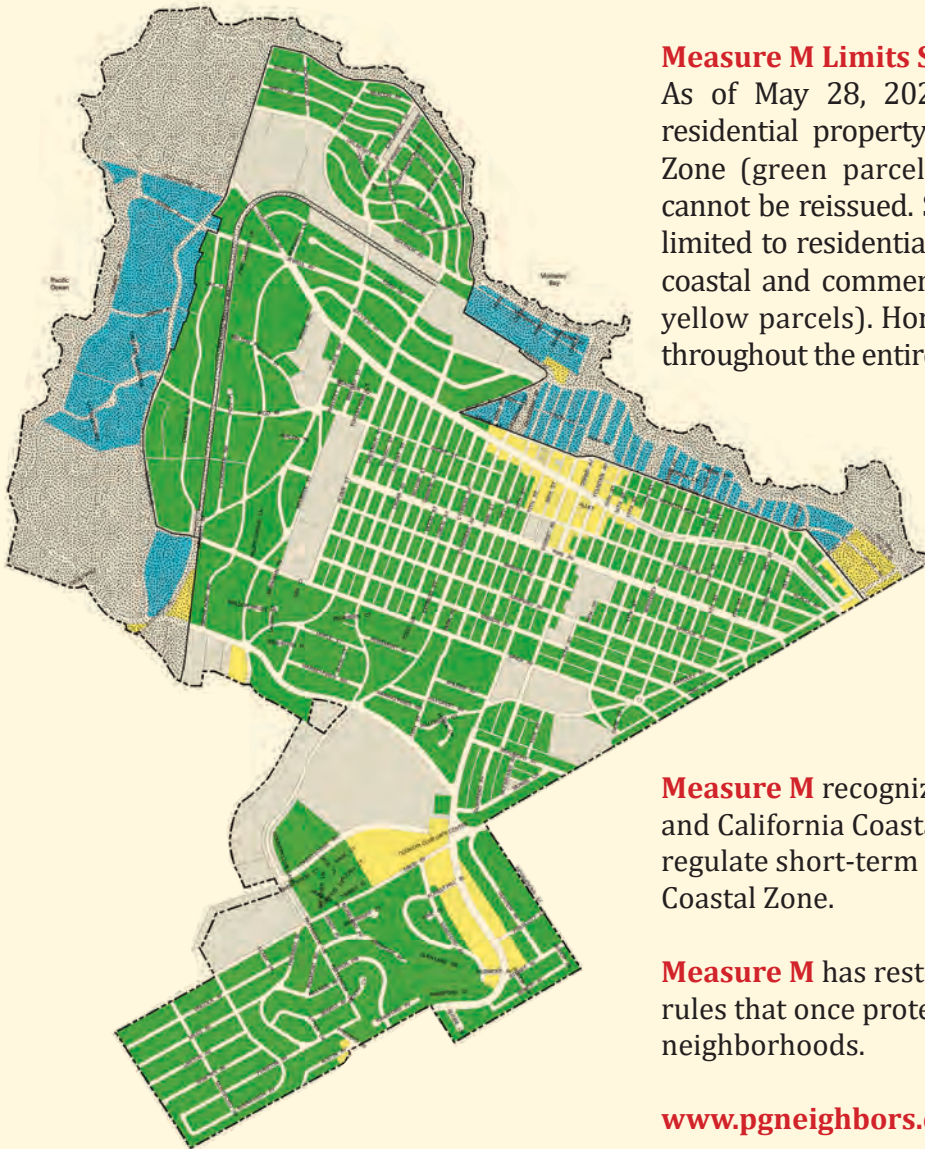
We are thankful for the 4,452 Pacific Grove voters (58%) who cast a “Yes on M” ballot to prohibit Short-Term Vacation Rentals in most residential areas.

The Initiative to Preserve and Protect Pacific Grove’s Residential Character will take full effect on May 28, 2020, when residential property outside the Coastal Zone will no longer be used for Short-Term Vacation Rentals (STRs). Commercial property is not affected.

The STRs - 290 at the peak - redefined several neighborhoods, displaced long-term renters, encouraged “party houses”, and ignored the intent of residential zoning and the City Charter that declares Pacific Grove to be a *City of Homes*. The former mayor and council majority sided with the STR operators at every turn until fed-up residents organized themselves as Pacific Grove Neighbors United, wrote a citizens’ initiative and put it on the ballot as Measure M. City voters then wholeheartedly put this issue to rest.

We thank you!

Limiting Short-Term Rentals (STRs) – A Return To Community



Measure M Limits STRs

As of May 28, 2020, STR licenses for residential property outside the Coastal Zone (green parcels) have expired and cannot be reissued. STR licenses are now limited to residential property within the coastal and commercial zones (blue and yellow parcels). Home Sharing continues throughout the entire city.

Measure M recognizes the City Council and California Coastal Commission must regulate short-term rentals within the Coastal Zone.

Measure M has restored the zoning rules that once protected Pacific Grove neighborhoods.

www.pgneighbors.com

MAP KEY

- Green colored parcels are affected by Measure M (residential parcels outside the Coastal Zone)
- Blue colored parcels are not affected by Measure M (residential parcels inside the Coastal Zone)
- Yellow colored parcels are not affected by Measure M (commercial parcels)
- Home sharing (room rentals in resident occupied homes) is not affected by Measure M

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"A City of Homes"

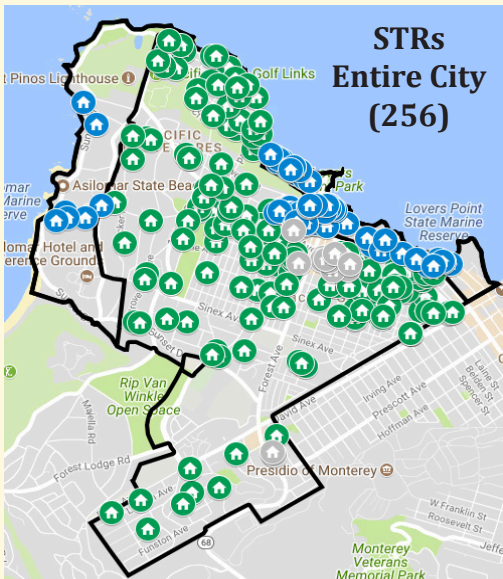
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- A city should never become dependent on hotel tax revenue extracted from residential neighborhoods.
- Residents never agreed to put our neighborhoods up for sale; a misguided city council did that. Voters took back control with Measure M.
- Our local inns have supported Pacific Grove's economy for over a hundred years. Please support them.



Measure M - Before and After (51 removed by City Lottery)