# Short Term Residential Occupancy (STRO) License Review

PB Planning Group
May 10, 2023

With thanks to: Jay Goldberg (niceneighbors.org), Karl Rand (PBPG), Matt Wood, Norma Medina (STRO Administration), Steve Pruett (PBPG)

### On May 1, the Short Term Residential Occupancy (STRO) Ordinance began operations in San Diego

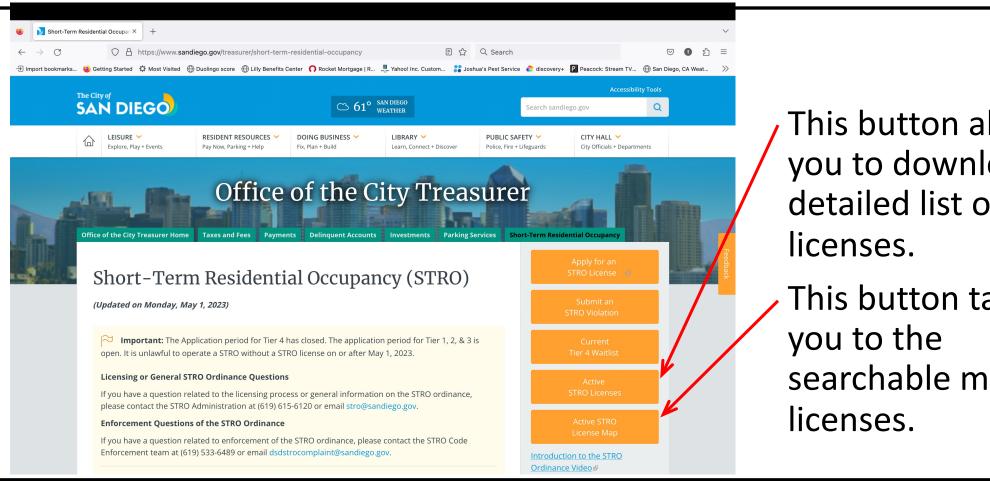
- The (STRO) Ordinance covers <u>all</u> residential rentals of less than one month.
  - 4 license tiers were created depending on the type and location of the rental.
  - A total of 7,185 licenses had been issued by May 3; 69% are whole home licenses.
  - Half of all licenses are in Mission Beach, Pacific Beach, La Jolla and Ocean Beach.
  - More than 80% of licenses are in council districts 1, 2 & 3.
  - PB has 1,055 or 15% of all licenses in the city, 823 of which are whole home licenses.
- Enforcement of the STRO Ordinance started on May 1.
  - A list and interactive map of STRO licenses are available on the city's STRO website.
  - All license holders must display a license summary on the exterior of the property.
  - A "local contact" name and phone number is listed for each license and is accountable to address any issues with the property or guests.
  - Possible violations can be reported using Get It Done, by phone or by e-mail.

### ALL STROs in San Diego <u>MUST</u> Be Licensed in One of 4 Tiers

Tier	Decription	Days / year	On-site requirement?	License Limits	Minimums
1	Part-time	Less than 20	Yes	Unlimited	None
2	Home Sharing	More than 20	Yes, but can be absent up to 90 days a year	Unlimited	None
3	Whole Home (excl. Mission Beach)	More than 90	No	5,419	2 nights
4	Whole Home Mission Beach	More than 90	No	1,082	2 nights

- ADUs, JADUs, garage conversions, boats, RVs and income-restricted affordable housing units are <u>NOT</u> allowed to be used for STRO.
  - Permitted companion units built <u>before</u> the September 2017 prohibition <u>may</u> be used as an STRO.

### Information on all active STRO licenses is available on the City's website and is updated hourly



This button allows you to download a detailed list of active

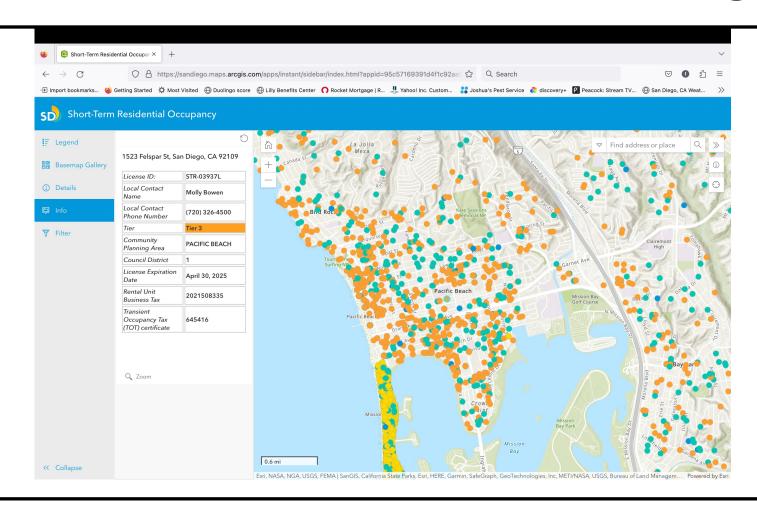
This button takes searchable map of

# Detailed data can be downloaded and converted to a spreadsheet

license_id	address	street_r	numb stre	eet stre	street_name	street	unit_tyr เ	unit_ทเ	city	state	zip		tier	community_	date_expirat	rtax_no	tot_no	longitude	latitude	local_contact_coil	local_contact_phor
STR-00216L	4363 Maryland St, San Diego		4363		Maryland	St			San Diego	CA		92103	Tier 2	UPTOWN	4/30/25	2017529236	623961	-117.15156	32.756479	Amanda L McRae	6197643274
STR-00226L	859 Tourmaline St, San Dieg		859		Tourmaline	St			San Diego	CA		92109	Tier 2	PACIFIC BEA	4/30/25	2011641759	643366	-117.25726	32.806944	MATTHEW ALLEN	6197239113
STR-00318L	1335 Clove St, San Diego, CA	1	1335		Clove	St			San Diego	CA		92106	Tier 2	PENINSULA	4/30/25	2011769817	633683	-117.23418	32.727173	Irene Theresa Da	6182040882
STR-03068L	725 65TH St, SAN DIEGO, CA		725		65TH	St			SAN DIEGO	CA		92114	Tier 2	ENCANTO N	4/30/25	2021521251	645306	-117.05764	32.7125608	Kevin Benzie	8057086089

- Allows you to search by full address, street number, street name, zip code and several other fields
- It also shows you the Tier and the name and phone number of the Local Contact.
  - The Local Contact is accountable to respond within 1 hour to any complaints.

# The City website also has a map of STRO licenses, that allows searching and filtering



Map demonstration

# According to the City website summary, as of May 1, 7,102 Licenses Had Been Issued\*

			%			Remaining
	<b>Applications</b>	Licenses	<b>Applications</b>			Licenses
Tier	Received	Issued	Successful	% Total	Waitlist	Available
1	148	142	96%	2%	N/A	Unlimited
2	2,105	2,072	98%	29%	N/A	Unlimited
3	4,002	3,806	95%	54%	0	1,613
4	1,290	1,082	84%	15%	186	0
Totals	s 7,545	7,102	94%			

- A "Host" is defined as someone with the legal right to occupy the property and to allow short-term residential occupancy.
  - "Hosts" can only have one license at a time, across all Tiers.
  - "Hosts" may not be the same as the "Local Contact" identified by the license.

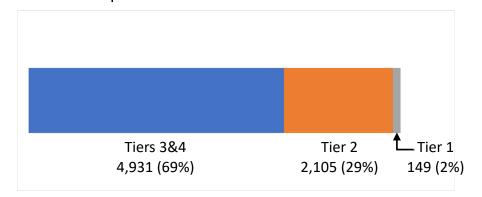
<sup>\*</sup> This data is refreshed every 2 weeks, but the detailed license data is updated as often as hourly.

### Across San Diego, licenses are concentrated in the coastal areas and in Tiers 3 and 4

Planning Group Area	# of Licenses	% of Licenses	Cumulative %
MISSION BEACH	1,274	18%	18%
PACIFIC BEACH	1,055	15%	32%
LA JOLLA	666	9%	42%
OCEAN BEACH	576	8%	50%
UPTOWN	504	7%	57%
NORTH PARK	422	6%	63%
CLAIREMONT MESA	359	5%	68%
PENINSULA	335	5%	72%
DOWNTOWN	250	3%	76%
SOUTHEASTERN SAN DIEGO	212	3%	79%
GREATER GOLDEN HILL	210	3%	82%
All others (39)	1,322	18%	100%
Tota	7,185	100%	

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11	Areas	have	>80%	of	licenses	

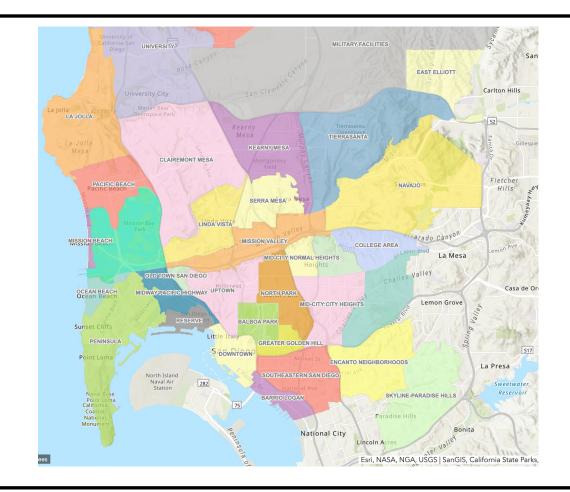
Council District	# of Licenses	% of Licenses	Cumulative %
2	2,573	36%	36%
1	1,908	27%	62%
3	1,396	19%	82%
9	444	6%	88%
7	291	4%	92%
8	231	3%	95%
4	173	2%	98%
6	92	1%	99%
5	77	1%	100%
Total	7,185	100%	



# Tiers 3 & 4 are 69% of all licenses; half of these licenses are in just 3 coastal areas...

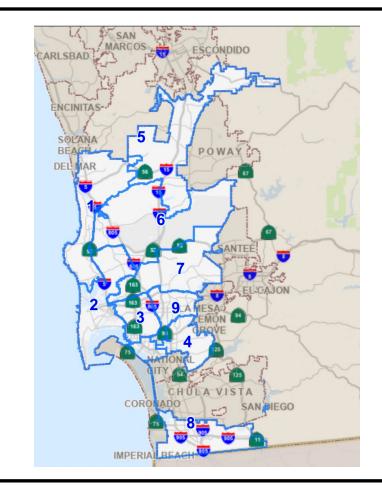
Planning Group Area	# of Licenses	% of Licenses	Cumulative %
MISSION BEACH	1,076	22%	22%
PACIFIC BEACH	823	17%	39%
LA JOLLA	501	10%	49%
OCEAN BEACH	479	10%	58%
UPTOWN	316	6%	65%
NORTH PARK	242	5%	70%
DOWNTOWN	188	4%	74%
CLAIREMONT MESA	187	4%	77%
PENINSULA	176	4%	81%
All other (35)	943	19%	100%
Total	4,931		

9 Planning Group Areas have 81% of Tier 3 & 4 licenses



## ... and 85% of the Tier 3 & 4 licenses are in 3 council districts

<b>Council District</b>	# of Licenses	% of Licenses	<b>Cumulative %</b>
2	1,936	39%	39%
1	1,406	29%	68%
3	873	18%	85%
9	229	5%	90%
7	171	3%	94%
8	156	3%	97%
4	85	2%	98%
6	42	1%	99%
5	33	1%	100%
Total	4,931	100%	



### Coastal areas are still prominent in Tiers 1 & 2; in both cases 14 or 15 Areas account for 80% of licenses

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Planning Group Area	# of Licenses	% of Licenses	Cumulative %
MISSION BEACH	21	14%	14%
PACIFIC BEACH	15	10%	24%
DOWNTOWN	13	9%	33%
CLAIREMONT MESA	12	8%	41%
PENINSULA	10	7%	48%
LA JOLLA	8	5%	53%
UNIVERSITY	7	5%	58%
NAVAJO	6	4%	62%
NORTH PARK	5	3%	65%
GREATER GOLDEN HILL	4	3%	68%
OCEAN BEACH	4	3%	70%
CARMEL VALLEY	4	3%	73%
TORREY PINES	4	3%	76%
LINDA VISTA	4	3%	79%
UPTOWN	3	2%	81%
All others (19)	29	19%	100%
Total	149		

Tier 2

Planning Group Area	# of Licenses	% of Licenses	Cumulative %
PACIFIC BEACH	217	10%	10%
UPTOWN	185	9%	19%
MISSION BEACH	177	8%	28%
NORTH PARK	175	8%	36%
CLAIREMONT MESA	160	8%	43%
LA JOLLA	157	7%	51%
PENINSULA	149	7%	58%
OCEAN BEACH	93	4%	62%
GREATER GOLDEN HILL	85	4%	66%
SOUTHEASTERN SAN DIEGO	67	3%	70%
MID-CITY:NORMAL HEIGHTS	59	3%	72%
MID-CITY:CITY HEIGHTS	58	3%	75%
DOWNTOWN	49	2%	77%
MIRA MESA	43	2%	80%
All others (33)	431	20%	100%
Total	2,105	100%	

## PB has 1,055 licenses, 15% of the city's total 823 PB licenses are for whole home rentals

Streets	Tier 1	Tier 2	Tier 3	<b>Grand Total</b>	% of total	Cumulative %		# of Licenses	% of Licenses	# West of Cass	% West of Cass
OCEAN	2	4	122	128	12%	12%	Tier 3	823	78%	372	45%
CHALCEDONY	2	9	38	49	5%	17%	Tier 2	217	21%	38	18%
RIVIERA	1	7	36	44	4%	21%	Tier 1	15	1%	2	13%
DIAMOND	1	8	34	43	4%	25%	Total	1,055	100%	412	39%
INGRAHAM		5	34	39	4%	29%		•			
HORNBLEND	1	6	31	38	4%	32%					
MISSOURI		9	26	35	3%	36%					
REED		2	32	34	3%	39%					
FELSPAR	1	4	28	33	3%	42%					
PACIFIC BEACH		9	23	32	3%	45%					
LAW		8	24	32	3%	48%					
THOMAS	1	7	22	30	3%	51%					
All others (77)	6	139	373	518							
Total	15	217	823	1,055							

Half the licenses in PB are concentrated on 12 streets. Almost 40% of the PB licenses are west of Cass St.

### Within Pacific Beach, certain local contact names and numbers show up more than others

Local Contact Name	# of Licenses
Vacasa (All)	34
Brandon Morrissey	21
Greg Ross	21
Capri Beach Accommodations (All	) 15
Megan Rose	12
Michelle Aarons	12
Bluewater (All)	12
Nahshon Braggs	11
Stephanie Sun	10
Mission Sands Vacation Rentals	10
Cody Fairfield	10
(blank)	37

11 Local Contacts represent about 16% of the total licenses.

Local Contact Phone #	# of Licenses
(858) 780-4300	27
(760) 685-6579	21
(515) 991-5153	21
(619) 247-6800	18
(619) 243-4855	15
(530) 518-3563	14
(858) 605-1497	12
(858) 242-4032	11
(858) 488-3980	10
(858) 997-3960	10
(blank)	17

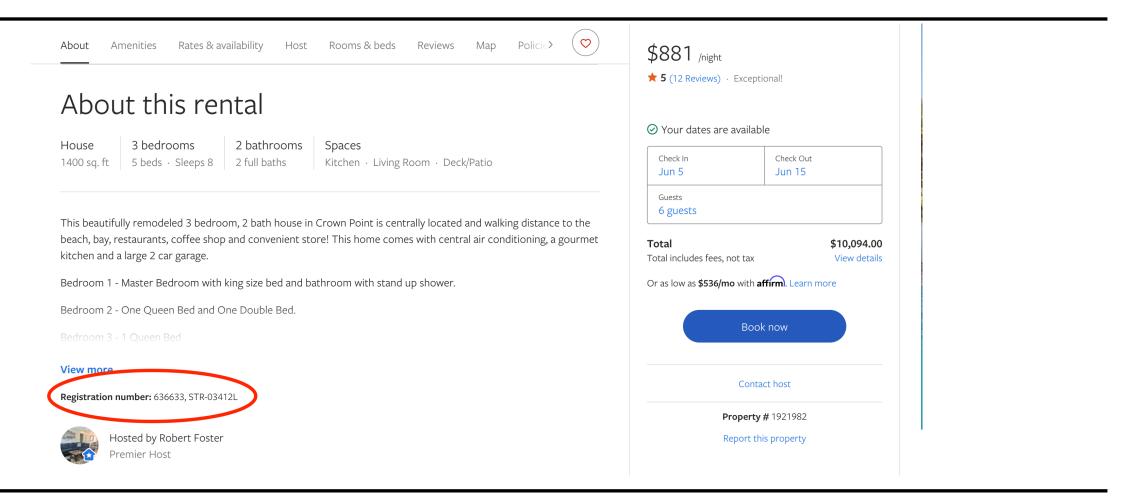
10 Local Contact phone numbers represent about 15% of the total licenses.

NOTE: The City is actively working on improving data quality. Data is being updated hourly.

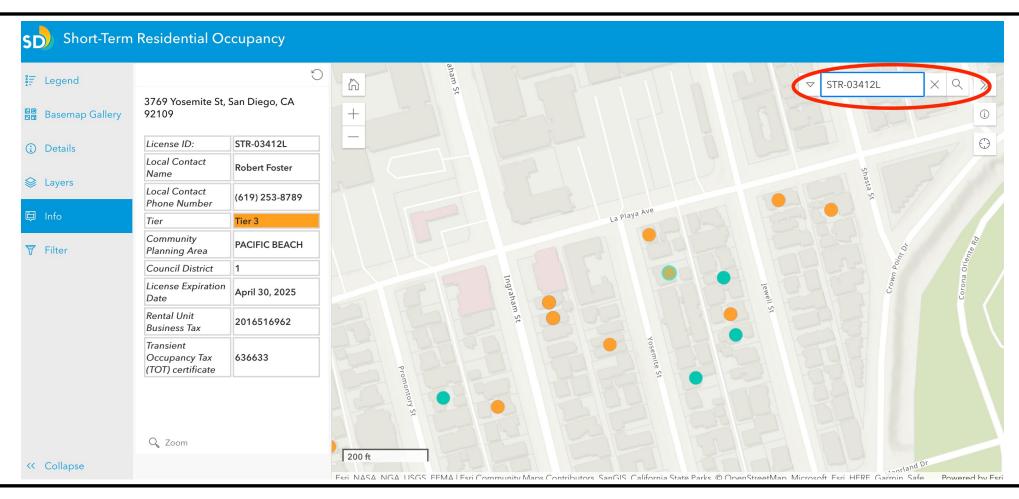
## The City has a dedicated staff of 10 people in place to manage the STRO program and enforcement

- The City wants you to reach out to the Local Contact first for any nuisance issues.
  - Under the Ordinance, Local Contacts must respond within 1 hour.
- Possible operating or licensing violations can be reported using <u>Get-It-Done</u>, dedicated phone and email.
  - (619) 533 6489
  - dsdstrocomplaint@sandiego.gov
- Rental listings on platforms (e.g. Airbnb, VRBO) must show the license number.
  - All rentals for less than one month in San Diego MUST have a license after May 1 2023.

# You should be able to find license numbers on a listing website such as Airbnb or VRBO



# You can then search for the license number on the City web site to find the Local Contact



### Licensed Properties are required to post a summary of their license, visible on the exterior



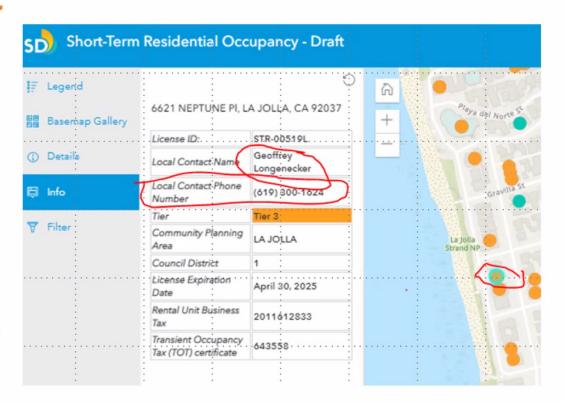


#### How do I handle a noise/trash/parking disturbance?

#### **Call Local Contact First**

#### **Noise/Loud Party Noise**

- ✓ Call local contact first
- ✓ If no response after 1 hour
- ✓ Submit GID complaint, use local contact drop down options.
- ✓ Contact non-emergency SDPD number (619) 531-2000 or (858) 484-3154 if disturbance persist.



#### How do I handle a trash or parking disturbances?

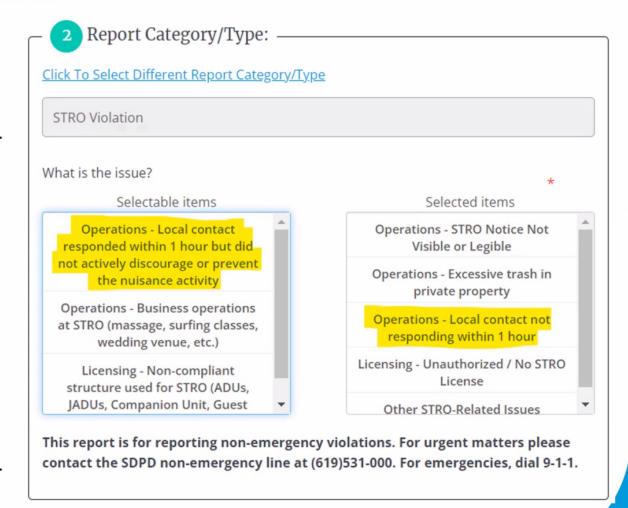
#### **Call Local Contact First**

#### **Parking**

- ✓ Call local contact first
- ✓ If no response after 1 hour
- ✓ Submit GID complaint
- ✓ Contact non-emergency SDPD number 619-531-2000 for cars blocking driveway

#### **Trash**

- ✓ Call local contact first
- ✓ If no response after 1 hour
- ✓ Submit GID complaint



#### **Enforcement Remedies and Penalty Structure**

#### What remedies will BLUE use?

### STRO Ordinance allows the use of all the remedies available in the SDMC under Chapter 1

- ✓ Civil Penalty Notice and Order (CPNO) for multiple code violations of the STRO ordinance and other codes (SDMC, CBC, H&SC)
  - Penalty amount \$300 per day, per violation until corrected
- ✓ Administrative Citations (AC) for single violations typically easy to correct
  - Penalty amount \$500 to \$1,000 per instance
- ✓ Referral to City Attorney's Office, Nuisance Abatement Unit for judicial action on nuisance properties
- ✓ License revocation at 3<sup>rd</sup> offense
- ✓ Reinspection fee (\$267) at 3<sup>rd</sup> inspection and subsequent inspections
- ✓ Cost recovery of staff time during administrative hearings
- ✓ Suspension of STRO license while in the enforcement process
  - This occurs when a remedy is issued (CPNO or AC)

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  - 4 license tiers were created depending on the type and location of the rental.
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### Additional Material

# Application and License Fees Were Approved by San Diego City Council in October 2021

	Application Fee	License Fee
Tier 1	\$25.00	\$100.00
Tier 2	\$25.00	\$225.00
Tier 3	\$70.00	\$1,000.00
Tier 4	\$70.00	\$1,000.00

Source: https://www.sandiego.gov/treasurer/short-term-residential-occupancy, FAQ

• All fees are non-refundable.

# PB licenses split by street name and Tier (Page 1 of 2)

Streets	Tier 1	Tier 2	Tier 3	<b>Grand Total</b>	% of total	Cumulative %	Streets	Tier 1	Tier 2	Tier 3	<b>Grand Total</b>	% of total	Cumulative %
OCEAN	2	4	122	128	12%	12%	SEQUOIA		2	13	15	1%	74%
CHALCEDONY	2	9	38	49	5%	17%	BAYARD		5	10	15	1%	75%
RIVIERA	1	7	36	44	4%	21%	LORING		6	8	14	1%	76%
DIAMOND	1	8	34	43	4%	25%	PARKER		1	12	13	1%	78%
INGRAHAM		5	34	39	4%	29%	FANUEL		3	9	12	1%	79%
HORNBLEND	1	6	31	38	4%	32%	SAPPHIRE		5	6	11	1%	80%
MISSOURI		9	26	35	3%	36%	GARNET		2	8	10	1%	81%
REED		2	32	34	3%	39%	BALBOA		2	7	9	1%	82%
FELSPAR	1	4	28	33	3%	42%	HAINES			9	9	1%	82%
PACIFIC BEACH		9	23	32	3%	45%	GRESHAM			9	9	1%	83%
LAW		8	24	32	3%	48%	TURQUOISE		2	6	8	1%	84%
THOMAS	1	7	22	30	3%	51%	ARCHER		1	7	8	1%	85%
BERYL	1	11	18	30	3%	54%	YOSEMITE		4	4	8	1%	86%
GRAND		5	22	27	3%	56%	CROWN POINT		3	4	7	1%	86%
MISSION		1	26	27	3%	59%	PACIFICA		1	6	7	1%	87%
EMERALD		5	18	23	2%	61%	EVERTS		2	5	7	1%	88%
OLIVER		7	16	23	2%	63%	NOYES			7	7	1%	88%
WILBUR		9	13	22	2%	65%	DIXIE		2	5	7	1%	89%
OPAL		4	16	20	2%	67%	CRYSTAL			7	7	1%	90%
TOURMALINE		5	13	18	2%	69%	AGATE		2	4	6	1%	90%
JEWELL	1	7	10	18	2%	71%	CASS	1		5	6	1%	91%
LAMONT	2	5	10	17	2%	72%	MORRELL		3	3	6	1%	91%

# PB licenses split by street name and Tier (Page 2 of 2)

Streets	Tier 1	Tier 2	Tier 3	<b>Grand Total</b>	% of total	Cumulative %	Streets	Tier 1	Tier 2	Tier 3	Grand Total %	of total	Cumulative %
HONEYCUTT		4	1	5	0%	92%	ROMNEY			2	2	0%	98%
VAN NUYS		2	3	5	0%	92%	BRAEMAR			2	2	0%	98%
SHASTA		1	4	5	0%	93%	VICKI		1		1	0%	98%
WINDSOR		2	2	4	0%	93%	GLENDORA			1	1	0%	98%
SOLEDAD	1		3	4	0%	93%	COLLINGWOOD			1	1	0%	98%
MONMOUTH		1	2	3	0%	94%	BAYONNE		1		1	0%	98%
BRIARFIELD			3	3	0%	94%	PICO		1		1	0%	98%
DAWES		1	2	3	0%	94%	BELLOC			1	1	0%	99%
FOOTHILL		2	1	3	0%	95%	WALMAR			1	1	0%	99%
PROMONTORY		2	1	2	0%	95%	PACIFIC VIEW			1	1	0%	99%
		2	1	3			SOLEDAD RANCHO		1		1	0%	99%
OCEAN BREEZE		2	1	3	0%	95%	LA JOLLA MESA			1	1	0%	99%
SOLEDAD MOUNTAIN			3	3	0%	95%	PENDLETON			1	1	0%	99%
KENDALL		2	1	3	0%	96%	BAJA CERRO		1		1	0%	99%
ACADEMY		2	1	3	0%	96%	CROWNHILL			1	1	0%	99%
LA PLAYA			3	3	0%	96%	LOS ALTOS			1	1	0%	99%
MORRLAND		2		2	0%	96%	CARDENO			1	1	0%	99%
MAGNOLIA		1	1	2	0%	97%	EMELENE			1	1	0%	100%
BOND			2	2	0%	97%	CALLE VISTA			1	1	0%	100%
LA PALMA			2	2	0%	97%	MIDDLETON			1	1	0%	100%
Alta Vista		2		2	0%	97%	SAN JOAQUIN			1	1	0%	100%
QUINCY		2		2	0%	97%	BUENA VISTA			1	1	0%	100%
VUE DU BAY		1	1	2	0%	98%	CHELSEA			1	1	0%	100%
VOL DO DAT		1	1	2	0/0	90/0	Total	15	217	823	1055		

## Community Planning Group Intersection with Council Districts

- District 1: Carmel Valley, Del Mar Mesa, La Jolla, Pacific Beach, Pacific Highlands Ranch, San Pasqual (50%), Torrey Highlands (20%), Torrey Hills, Torrey Pines, University, Via De La Valle.
- **District 2:** Clairemont Mesa, Mission Bay Park, Mission Beach, Ocean Beach, Old Town San Diego, Peninsula, San Pasqual (50%).
- **District 3:** Downtown, Greater Golden Hill, Mission Valley (52%), North Park, Uptown.
- **District 4:** Encanto Neighborhoods, Linda Vista (1%), Mid-City: Eastern Area, Mid-City: City Heights (2%), Mid-City: Eastern Area (33%), Skyline Paradise Hills, South Eastern San Diego (5%).
- **District 5:** Black Mountain Ranch, Miramar Ranch North, Ranch Bernardo, Rancho Penasquitos, Sabre Springs, Scripps Miramar Ranch (67%), Torrey Highlands (80%).
- District 6: Kearney Mesa, Mira Mesa, Rancho Encantada, Scripps Miramar Ranch (33%).
- District 7: Linda Vista (99%), Mission Valley (48%), Navajo, Serra Mesa, Tierrasanta.
- District 8: Barrio Logan, Otay Mesa, Otay Mesa-Nestor, San Ysidro, Southeastern San Diego (73%), Tijuana River Valley.
- **District 9:** College Area, Mid-City: Normal heights, Mid-City: City Heights (98%), Mid-City: Eastern Area (67%), Mid-City: Kensington Talmadge, Mid-City: Normal Heights, Southeastern San Diego (22%).

NOTE: Figures in () are % of licenses in the Planning Group Area that are in the Council District.