



INFORMATION REPORT

TO:	Chair and Members Planning Committee
COMMITTEE DATE:	July 10, 2018
SUBJECT/REPORT NO:	Licensing Short Term Rental (STR) Accommodations (PED17203(a)) (City Wide)
WARD(S) AFFECTED:	City Wide
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SUBMITTED BY:	Ken Leendertse Director, Licensing and By-law Services Planning and Economic Development Department
SIGNATURE:	

Council Direction:

On July 14, 2017, Council approved Councillor Collins' motion for staff to report back to the Planning Committee on the recent legislation adopted by the City of Toronto to the operation of "Airbnb Lodgings" with the goal of adopting the same regulatory scheme in Hamilton.

On November 14, 2017, staff Information Report PED17203, Licensing Short Term Rentals (STR), outlined to the Planning Committee the regulations brought forward by the City of Toronto and proposed the framework for regulations of STR accommodations in the Business Licensing By-law 07-170 for public consultation.

Information:

Staff Report PED17203, Licensing Short Term Rentals, outlined the expanding trend for STR accommodations globally and the zoning/licensing challenges faced by municipalities responding to the emergence of this new market through various internet platforms. The staff review in 2017 provided a summary of the unregulated active listings across the City and the regulatory framework currently in place. Businesses that provide short term accommodations to the travelling public in the City are currently licensed under Schedule 3 "Bed and Breakfast, Hotels and Motels" of the City's Business Licensing By-law. Licences for these businesses are only issued where permitted by the Zoning By-law.

The staff review in Report PED17203 of active projects underway for the use of STR across the Province and Canada focused on the consultation process, zoning changes,

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and licensing/registration regime for short term rental accommodations in the City of Toronto. Staff analysis in the Report proposed a similar model to the City of Toronto for Residential and Mixed Use Zones throughout the City of Hamilton and proposed amendments to the definition and specific use requirements in City Zoning By-laws before implementing a licensing/registration regime.

Public Engagement Strategy

Staff has developed a Public Engagement Strategy to obtain public feedback to the proposed license scheme and then report back to Council in the first quarter of 2019 with a recommended approach that:

- enables supplement income for residents, economic development and tourism;
- considers new rules for the new technology (on-line platforms);
- provides accountability for homeowners using their primary residence for STR;
- balances the line of shared economy in a residential area versus a commercial activity and long term rental market;
- minimize potential negative impact on supply of affordable rental housing; and,
- promotes public safety, nuisance and consumer protection.

Key aspects of the Public Engagement Strategy, attached as Appendix “A” to this report, include:

- On-line survey;
- Three-month marketing and communications campaign commencing in July 2018 to achieve maximum participation for the on-line survey;
 - Media release, Newspaper ads, Video;
 - Marketing roadshow (i.e. tent cards, outreach to community centres);
 - Social media;
 - eNet;
 - Direct marketing (i.e. identified problem areas, on-street distribution);
- Consultation meeting with identified stakeholders;
 - On-line platforms;
 - Community or residents associations in the City of Hamilton;
 - Housing and anti-poverty groups focused on issues related to affordable housing;
 - Hotel, motel and BnB associations;
 - Hotel, motel and BnBs within the City of Hamilton;
 - Business Improvement Areas (BIAs);
 - Chamber of Commerce;
 - Tourism;
 - Industry and experts;
 - Condominium corporations/associations;
 - Real Estate associations;
 - Rental housing committees/associations;

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- STR providers/users;
- City Website for, notices, Q&A, Updates, etc.;
- Action plan to obtain data about STR in the City of Hamilton; and,
- Expanded research base.

The public engagement in the development of the proposed regulation is founded on the City's regulatory purpose to promote public safety, nuisance and consumer protection and balanced with enabling supplemental income, supporting the tourism industry, and protecting long term rental supply.

Appendices and Schedules Attached

Appendix "A": Public Engagement Strategy, Short Term Rental Accommodations

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