

Short Term Rental Ad-Hoc Committee Objectives & SWOT Analysis

STR Committee Objectives:

Original objective was to set a number of permits. Implied in that objective was that 'controlling' the number of short term rentals (STR) would resolve issues. However, those underlying issues were not articulated at the outset of the committee formation. Therefore, during the course of our committee work we did a SWOT analysis. In doing so, addressing the identified Weaknesses and Threats without negatively impacting the Strengths and Opportunities became our objective. (see below for SWOT listing and Remedies)

Short Term Rental SWOT Analysis & Remedies

Weaknesses

- 1 Who is accountable - directory
- 2 Affordable housing vs STRs
- 3 Housing stock leads to speculation
- 4 Claiming homestead exemption
- 5 Strain on sewer/water
- 6 Does not build community
- 7 Vacant housing stock in winter; school enrollment, year round commerce, more
- 8 No regional studies or coordination
- 9 Constraints on full time residency

Remedies

- List of all permitted STRs on Village website
- Limit the number of STRs in residential zones to 100
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- Use of compliance & monitoring software
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- Not addressed with STR Committee - larger issue for Master Plan execution
- Limit the number of STRs in residential zones to 100

Threats

- 1 Without a comprehensive approach could have problems with STRs
- 2 Competition for niche hotels & B&B, campgrounds
- 3 Michigan legislative action
- 4 Commercial vs Residential Use

- Compliance & monitoring software, Good Neighbor Guide, consistent enforcement
- Limit the number of STRs in residential zones to 100
- No action pending in current legislative session
- Allowed in C-3 district, restricted in R-2, R-3

Strengths

- 1 Few complaints/conflicts
- 2 Without businesses unable to grow
- 3 Entry to investment for full time residents
- 4 Keep cottage/home in family
- 5 Competition for ratings/rentals leads to
- 6 Property taxes (non-PRE) contribute to village
- 7 Guests become residents
- 8 Supports Pentwater's only industry (tourism)

- Compliance & monitoring software enables anonymous complaints
- Agree with strengths - do not foresee permit cap having detrimental impact
- Lifting the moratorium and allowing all existing STRs to apply

Opportunities

- 1 Bring findings/facts to village council
- 2 Determine # of homes vs rental units
- 3 Create formula - control # of STRs
- 4 Small town character could be promotional/enhance
- 5 Bring village together on STR issue
- 6 Renters respect neighbors - neighbors respect

- Coordination with Planning & Eco Dev Committee
- Limit the number of STRs in residential zones to 100
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- Compliance & monitoring software & Good Neighbor Guide
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