

Short Term Rental (STR) Stakeholders to Connect With

1. **Townpeople** -- Vision for year-round Lenox living
2. **Homeowner Resident STR** – Use their primary residence to make money via occasional STRs.
 - a) Remains in home, rent room(s)
 - b) Leaves home, rents entire home
 - c) Rents during Seasonal Lodging period (Memorial Day though Labor Day)
 - d) Rents throughout the year
3. **Investor Non-Resident STR** – Lives elsewhere, buy one or more properties and converts and them as fulltime STRs
4. **Neighbors**
 - a) Adjacent or near Homeowner Resident STRs
 - b) Adjacent or near Investor Non-Resident STRs
5. **Licensed Lodging Professionals** – Run B&Bs, hotels, motels, inns.
6. **Town:**
 - a) Tax revenues / Select Board, Finance Committee
 - b) Building Department
 - c) Tri-Town Health
 - d) Assessors
7. **STR Travelers** – A new generation of travelers who find benefits in staying at STRs.
8. **Local Retailers** – Benefit from any expansion in tourism made possible by more lodging options including at lower prices
 - Chamber of Commerce
9. **Cultural Anchors** – Tanglewood, theater companies and other cultural institutions that are important drivers of our tourism economy and need to rent housing from local homeowners in the summer
10. **Government Officials**
 - a) Representatives -- state legislation
 - b) Select Board -- overall reach
 - c) School Committee -- housing availability/enrollment
 - d) Affordable Housing Committee – housing availability, affordability
 - e) Financial Committee – financial implications/modeling

Process to consider revising Lenox bylaw to reflect evolving Short Term Rental (STR) industry:

Preliminary:

1. Determine best-practices process
 - a) Host Compliance white paper <http://bit.ly/2su9hFX>

In parallel: Roll out planned communications (as required) for each step in each Phase



Research

Phase 1: Gather available research

1. What do current bylaws allow
2. Identify regulatory issues and risks
 - a) Requirements of Massachusetts building codes
3. Identify financial impacts and risks
4. Identify legal issues and risks
5. How our community is currently affected
6. Research how other communities have been affected
7. Research how other communities have addressed the issues
8. Research what data online lodging reservation sites are able to provide
9. Capture and follow State legislative process on sales taxes

How to pursue: Full committee or subcommittee to run this stage?

- a) Should we expand our working subcommittee to include members of other Boards/Committees insofar to facilitate communication/strong input/strong buy-in



Process to consider revising Lenox bylaw to reflect evolving Short Term Rental (STR) industry:

Outreach

Phase 2: Reach out to the community to gather its concerns

1. Identify all stakeholders to connect with
2. Plan outreach and input required to/from each group
 - a) Identify and create materials to share with each group and to set the stage for productive info gathering
 - b) Identify what we need from each group and plan to gather it in sessions
 - c) Compile findings from each group
 - d) Circle back with each group to share the initial findings reports and to get any additional feedback

Prioritize

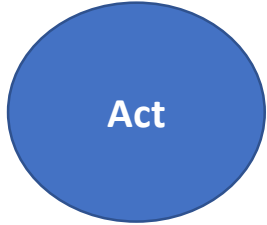
Phase 3: Summarize and prioritize the community's key issues and concerns

1. Outline key issues, concerns, impacts – translate them into key policy goals
 - a) Gather additional data, as required

In parallel: Roll out planned communications (as required) for each step in each Phase



Process to consider revising Lenox bylaw to reflect evolving Short Term Rental industry:



Phase 4: Revise the Bylaws

1. Revisit research into solutions created by other communities including whether they have been successful
2. Create new bylaw and/or revise existing bylaws
 - a) In supporting communications, explain each decision
3. Assess enforceability
4. Assess complexity
5. Legal review
6. Public hearing(s)
7. Town Meeting

In parallel: Roll out planned communications (as required) for each step in each Phase



Current Lenox bylaw allows:

8.8. BED AND BREAKFAST ESTABLISHMENTS

8.8.1. *Seasonal rental of rooms:*

Definition: Rental of rooms to not more than 3 people in an owner-occupied dwelling between Memorial Day and Labor Day, and weekends only through Columbus Day.

The following requirements shall apply:

1. The establishment shall be limited to not more than 3 guests;
2. Rental of rooms shall be limited to Memorial Day and Labor Day, and weekends only through Columbus Day;
3. Parking must be off street, on premises, with 1 space per room rented and 1 per owner.
4. Except for a home occupation that complies with this Bylaw, no other uses shall be permitted on the property;
5. No additions or external modifications may be made to the property for lodging use; and
6. A certificate of occupancy required and premises shall be subject to annual inspection.
7. The home shall be the legal residence of the owner with lodging as an accessory use.
8. Only continental breakfast from the common family kitchen is permitted.

8.8.2. *Bed & Breakfast Inn*

1. The establishment may provide lodging for 4 to 20 guests.
2. Parking shall be off street, on premises, with one space per room rented and one per owner.
3. Except for a home occupation that complies with this Bylaw, no other uses shall be permitted on the property;
4. There shall be no external additions to the property for lodging use;
5. External modifications for access and safety are permitted, but such modification shall be designed for minimum impact on abutters;
6. A certificate of occupancy is required and is subject to annual inspection;
7. The property must be served by town water and sewer; and
8. Except in the Commercial District, an open space not less than 20 feet wide shall be maintained along each lot line with grass bushes, flowers or trees to provide a buffer.