

## FW: Statement for BOS Meeting

Cherie McKee

Mon 8/8/2016 12:23 PM

To: Adam Hill <ahill@co.slo.ca.us>; Bruce Gibson <bgibson@co.slo.ca.us>; Debbie Arnold <darnold@co.slo.ca.us>; Frank Mecham <fmecham@co.slo.ca.us>; Lynn Compton <lcompton@co.slo.ca.us>; Hannah Miller <hmiller@co.slo.ca.us>; Jennifer Caffee <jcaffee@co.slo.ca.us>; Jocelyn Brennan <jbrennan@co.slo.ca.us>; Vicki Shelby <vshelby@co.slo.ca.us>;

Cc: cr\_board\_clerk Clerk Recorder <cr\_board\_clerk@co.slo.ca.us>; Airlin Singewald <asingewald@co.slo.ca.us>;

fyi

Cherie McKee  
Legislative Assistant  
District 2

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**From:** Cheryl Conway [mailto:tehdei@charter.net]

**Sent:** Monday, August 08, 2016 11:42 AM

**To:** Cherie McKee <cmckee@co.slo.ca.us>

**Subject:** FW: Statement for BOS Meeting

Cherie – Marie Jaqua asked that I forward a copy of this to you for the record in case no one can read it at the meeting. I am going to try and get there, but haven't been able to move any appointments yet.

Thank you,  
Cheryl Conway

Dear Supervisors:

The vacation rental ordinance, while not perfect, was a hard fought solution to an increasingly untenable situation in our beach front communities. The ever increasing numbers of short term rentals was making Cayucos a sometimes miserable place for the permanent residents – noise, parking, trash, unending parties.

Now, the family of a long term resident would like us to approve them turning the family home into a vacation rental when that would exceed the number allowable on that stretch of street. Their representative came before the Land Use Committee of the Cayucos Citizens Advisory council and argued that (1) since they had been around for so long and (2) they had adequate parking and (3) the parties would be mostly on the beach, not in the house and (4) the other allowed rentals weren't always in use, that the Land Use Committee should just agree to waive the restriction on the number of houses and let them turn the house into another vacation rental. The Committee unanimously said no. They and their representative went before the Cayucos Citizens Advisory Council, made the same arguments, and again were unanimously told no.

The point was, when you agree to one waiver of the ordinance with no compelling reason, how do you tell the next one no? Just because the party is on the beach doesn't mean it will not disrupt family life for the neighborhood residences. I live on the south end of Cayucos and we have much less of a problem with vacation

Item No. 33

Meeting Date: August 9, 2016

Presented by: Cheryl Conway

Rec'd prior to meeting & posted to web on: August 8, 2016

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rental quantities in our area, but the recent two-week celebration of the Fourth of July found that almost every early morning, we were awakened by groups coming back from their parties on the beach between 1:30 and 3:30 am. I can just imagine what it was like for the people living on the ocean side who had to listen to them all weekend. Just because one of the other allowable rental is not often used today does not mean it will not be well used tomorrow.

While I appreciate the economic benefit that we reap from tourism, we have to remember that first and foremost, we have to look out for the residents of our towns and make sure that we do not destroy their quality of life.

I urge you to deny this request for an exemption to the vacation rental ordinance in Cayucos.

Thank you,  
Cheryl Conway  
[REDACTED], Cayucos

## FW: A letter of support for MUP request on Tuesday's agenda

Frank Mecham

Mon 8/8/2016 2:37 PM

To: cr\_board\_clerk Clerk Recorder <cr\_board\_clerk@co.slo.ca.us>; Bruce Gibson <bgibson@co.slo.ca.us>; Adam Hill <ahill@co.slo.ca.us>; Lynn Compton <lcompton@co.slo.ca.us>; Debbie Arnold <darnold@co.slo.ca.us>;

2 attachments (181 KB)

letter to supervisors re 1736 Pacific.pdf; SLOCounty\_TOTComparisons\_FY15\_2016rev.pdf;

Vicki M. (Shelby) Fogleman  
Legislative Assistant for  
First District Supervisor Frank R. Mecham

[San Luis Obispo CA 93408](mailto:vshelby@co.slo.ca.us)

email: [vshelby@co.slo.ca.us](mailto:vshelby@co.slo.ca.us)

"Thinking a smile all the time will keep your face youthful" - Frank G. Burgess  
"Wrinkles should merely indicate where smiles have been" - Mark Twain

**From:** Sarah Maggelet [mailto:sarah@templetonchamber.com]  
**Sent:** Saturday, August 06, 2016 5:08 PM  
**To:** Frank Mecham <fmecham@co.slo.ca.us>  
**Subject:** A letter of support for MUP request on Tuesday's agenda

Dear Frank,

Thanks for taking some time to meet with me a while back about my family's home in Cayucos. Our item is on your agenda for Tuesday, when we will be requesting a Minor Use Permit for a vacation rental license, an exception for the distance requirement that is currently limiting our ability to secure that license.

I have attached a summary letter of support for this MUP, I hope you can take a moment to read it before the meeting. Let me know if you have any questions, you can call my cell at [REDACTED].

Regards,  
Sarah

Item No. 33  
Meeting Date: August 9, 2016  
Presented by: Sarah Taylor Maggelet  
Rec'd prior to meeting & posted to web on: August 8, 2016

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Sarah Taylor Maggelet  
Executive Director  
Templeton Chamber of Commerce

Templeton, CA 93465

[www.templetonchamber.com](http://www.templetonchamber.com)

August 6, 2016

San Luis Obispo County Board of Supervisors

San Luis Obispo, CA 93401

RE: DRC 2015-00073

Dear Supervisors Arnold, Compton, Gibson, Hill, and Mecham,

I am writing today to encourage each of you to grant the Minor Use Permit for 1736PAC, LLC, which is on your agenda this Tuesday, August 9. I have had the opportunity to meet with almost all of you personally on this agenda item, and I am grateful for your time and your careful consideration of this request.

While a request for a MUP on vacation rentals on the coast is not granted without very careful consideration, I am confident that this property exhibits the extraordinary features that merit an exception to the Coastal Vacation Rental Ordinance. We have identified 10 separate features of the property that meet the requirements to grant the exception, which are detailed on the document dated April 2, 2016. I hope you will refer closely to that document as it outlines why a decision by you to approve the MUP would not be “setting a precedent” with just any home in Cayucos. This is NOT just any home in Cayucos, we would not have come this far in the process if we believed that it was.

As we discussed in our meetings, it is estimated that over 100 vacation rentals are currently listed on such sites are VRBO and AirBnB, most operating outside the ordinance and not contributing TOT tax or holding a business license, not to mention usually not professionally managed, leading to the degradation of the neighborhoods due to parking and noise issues.

Furthermore, over 40% of the current holders of the vacation rental license in Cayucos are not actively renting their property and therefore also not contributing TOT tax or helping to satisfy the need for more beds for our county visitors. Any given summer or holiday weekend, every hotel room in Cayucos is full nor do these hotels offer the experience that many families visiting our coast are looking for.

The market for vacation rentals; homes that feature multiple bedrooms (for several families traveling together, travelers with pets or multi-generational traveling groups), a full kitchen (to cook healthy, delicious meals from our local farmer's and fish markets) and a more friendly, casual “live like a local” feel to them, have never been in more demand. San Luis Obispo County has never been more on the tourism radar, both nationally and internationally, and we owe it to these wonderful visitors to showcase the best our county has to offer in accommodations.

Transient Occupancy Tax accounts for a decent amount of our county budget and could be dramatically increased if more of these illegal vacation rentals are identified and converted to legal properties. I have included a chart from Visit San Luis Obispo.com, that, when sent to me, Chuck Davidson, the CEO, stated,

“As you will see in the first column for the first 11 months of the fiscal year TOT for the un-incorporated area of the county totaled \$8.3 million, no drop in the bucket financially especially for a county confronted with the lost of tax revenue from the Diablo closure”

The Taylor Family, who has continuously owned this property on the beach since it was built in the late

1960's, wants to do the right thing and showcase our gorgeous beach front, four bedroom home, with its unique mid-century modern architecture and floor to ceiling windows on three sides of the ocean view living room, as a professionally managed, tax paying, legal vacation rental in the town of Cayucos.

We have done extensive surveying of the neighborhood, resulting in no negative feedback regarding our seeking of the MUP. We have a management company selected and a very strict contract written, forbidding parking issues, noise issue or overcrowding of the unit.

The very nature of the design of the home is why we know this property deserves the MUP approval: there are very few four bedroom homes (sleeps 10) right on the beach for rent in Cayucos. The redwood siding, floor to ceiling windows on three sides of the living room, and the fact that it juts out over the sand on one of only five rocky outcropping peninsulas along Cayucos Beach, make it a **showcase property that dramatically stands out among the homes on that stretch of coastline.** It is a very different property, very desirable and perfect as a vacation rental. The fact that five cars can park on the property (off the street) is also very remarkable. The garage is just that: a garage for cars (two of them!). This home is suited for operating as a vacation rental, not workforce housing, as it is too large for most working families to need or to afford. The orientation of the home mitigates all noise that might be generated from visitors, as the surf drowns out anything from the front porch and the enclosed yard has mature trees and walls on all sides.

But you can be sure that when visitors stay at 1736 Pacific Avenue for their week-long vacation, whether they are from France or Fresno, they will return home with incredibly positive experiences from their stay in Cayucos. From the tide pools and rock formations just in front of the home, to the surf spot just yards away, to the viewing of the whales and dolphin off shore from the telescope on the front porch.

Please allow us to add this incredible, locally owned and professionally managed, beautiful property to the inventory of Cayucos accommodations. The ordinance, when written 10 years ago, may not have seen AirBnB coming, but it did allow for extraordinary properties to gain exemption from the distance limit, to allow our county to focus on why the ordinance is in place: to allow for high quality tourism services without degradation of the neighborhood or loss of workforce housing.

This property, 1736 Pacific Avenue, meets that high bar for exception and, if granted, will take the opportunity very seriously, with professional management and paying of all applicable county taxes. There should not be concern for "setting a precedent" here because the property clearly meets the extraordinary characteristics to merit the MUP, with over 10 points to that end. That said, we do believe it is time to review the ordinance and find a way to maximize tax collection, be sure vacation rental properties are managed properly to benefit of the visitor, the county and the neighborhood, and be sure our gorgeous county and coastline are being showcased in the best light for these visitors.

Thank you for your consideration of the MUP for 1736PAC, LLC. We look forward to the opportunity to host families at the beach house soon!

Regards,

*Sarah Maggelet*

Sarah Taylor Maggelet

Templeton CA 93465



**Transient Occupancy Tax**  
Fiscal Year July 2015- June 2016

	SLO County Unincorporated Current Fiscal Year		SLO City Current Fiscal Year		Pismo Beach Current Fiscal Year		Morro Bay Current Fiscal Year		Paso Robles Current Fiscal Year		Arroyo Grande Current Fiscal Year		Atascadero Current Fiscal Year		Grover Beach Current Fiscal Year		TOTAL Current Fiscal Year		TOTAL FY 14-15								
	FY 14-15	Percent Change	FY 14-15	Percent Change	FY 14-15	Percent Change	FY 14-15	Percent Change	FY 14-15	Percent Change	FY 14-15	Percent Change	FY 14-15	Percent Change	FY 14-15	Percent Change	FY 14-15	Percent Change	FY 14-15	Percent Change							
July	\$ 862,693	\$ 956,127	-9.77%	\$ 844,845	\$ 761,346	10.97%	\$ 1,253,021	\$ 1,172,157	6.90%	\$ 444,403	\$ 407,505	9.05%	\$ 512,907	\$ 441,990	16.04%	\$ 120,594	\$ 109,090	10.55%	\$ 5,1012	\$ 43,595	17.01%	\$ 4,089,475	\$ 3,891,810	5.08%			
Aug	\$ 1,121,045	\$ 945,181	18.61%	\$ 774,501	\$ 732,271	5.77%	\$ 1,125,541	\$ 1,083,532	3.88%	\$ 396,651	\$ 393,332	0.84%	\$ 443,331	\$ 418,161	6.02%	\$ 102,102	\$ 101,701	0.39%	\$ 41,780	\$ 41,495	0.57%	\$ 4,004,901	\$ 3,715,673	7.78%			
Sep	\$ 1,112,180	\$ 930,409	19.54%	\$ 643,127	\$ 557,002	15.46%	\$ 814,682	\$ 719,120	13.29%	\$ 302,696	\$ 253,655	19.33%	\$ 394,301	\$ 352,208	11.95%	\$ 94,803	\$ 83,724	13.23%	\$ 387,197	\$ 262,246	47.65%	\$ 32,690	\$ 24,329	34.36%	\$ 3,781,676	\$ 3,182,693	18.82%
Oct	\$ 812,281	\$ 845,739	-14.11%	\$ 642,221	\$ 594,032	8.11%	\$ 766,560	\$ 700,716	9.40%	\$ 260,328	\$ 237,081	9.81%	\$ 446,278	\$ 386,143	15.57%	\$ 74,508	\$ 73,414	1.49%	\$ 30,904	\$ 25,433	21.51%	\$ 3,033,080	\$ 2,962,558	2.38%			
Nov	\$ 828,999	\$ 683,984	21.21%	\$ 468,016	\$ 475,960	-1.54%	\$ 575,627	\$ 552,550	4.18%	\$ 188,288	\$ 176,002	6.98%	\$ 361,897	\$ 316,958	14.18%	\$ 57,620	\$ 54,492	5.74%	\$ 17,673	\$ 16,966	4.17%	\$ 2,498,121	\$ 2,276,292	9.75%			
Dec	\$ 792,768	\$ 741,127	15.7%	\$ 429,600	\$ 391,132	9.84%	\$ 472,778	\$ 417,656	13.20%	\$ 159,337	\$ 154,925	2.85%	\$ 770,218	\$ 760,139	3.87%	\$ 56,177	\$ 54,222	3.61%	\$ 260,523	\$ 171,505	51.90%	\$ 14,191	\$ 15,161	-6.40%	\$ 2,415,591	\$ 2,205,867	9.51%
Jan	\$ 553,639	\$ 620,948	-10.84%	\$ 387,304	\$ 400,239	-3.23%	\$ 441,671	\$ 456,885	-3.33%	\$ 138,171	\$ 143,755	-3.88%	\$ 229,611	\$ 244,418	-6.06%	\$ 45,325	\$ 48,275	-6.11%	\$ 12,658	\$ 13,367	-5.30%	\$ 1,808,379	\$ 1,927,887	-6.20%			
Feb	\$ 570,007	\$ 446,461	27.67%	\$ 466,915	\$ 431,510	8.20%	\$ 514,184	\$ 492,529	4.40%	\$ 173,229	\$ 153,348	12.96%	\$ 283,072	\$ 271,475	4.27%	\$ 56,400	\$ 53,794	4.84%	\$ 20,584	\$ 17,331	18.77%	\$ 2,084,391	\$ 1,866,447	11.68%			
Mar	\$ 524,664	\$ 536,278	-2.17%	\$ 559,235	\$ 520,795	7.38%	\$ 719,910	\$ 629,102	14.43%	\$ 217,819	\$ 198,501	9.73%	\$ 371,672	\$ 348,426	6.67%	\$ 83,166	\$ 73,027	13.89%	\$ 234,591	\$ 204,920	14.48%	\$ 28,240	\$ 24,162	16.88%	\$ 2,739,297	\$ 2,535,206	8.05%
Apr	\$ 519,675	\$ 578,635	-10.19%	\$ 609,439	\$ 610,894	-0.24%	\$ 720,545	\$ 735,399	-0.66%	\$ 237,686	\$ 221,502	7.22%	\$ 436,529	\$ 359,811	21.32%	\$ 78,831	\$ 80,200	-1.71%	\$ 30,892	\$ 28,485	8.45%	\$ 2,643,297	\$ 2,614,925	1.09%			
May	\$ 622,018	\$ 603,004	3.15%	\$ 598,093	\$ 601,614	-0.59%	\$ 753,063	\$ 743,895	1.23%	\$ 273,802	\$ 256,805	6.62%	\$ 457,527	\$ 433,105	5.64%	\$ 76,619	\$ 80,642	-4.99%	\$ 31,141	\$ 26,936	15.61%	\$ 2,812,263	\$ 2,746,001	2.41%			
June	\$ 801,943	\$ 727,028	\$ 976,592	\$ 318,196	\$ 404,174	\$ 108,570	\$ 40,101	\$ 846,145	\$ 921,146	\$ 882,310	\$ 900,034	\$ 261,362	\$ 40,101	\$ -	\$ 3,637,967												
<b>Total</b>	<b>\$ 8,279,970</b>	<b>\$ 8,789,816</b>		<b>\$ 6,423,296</b>	<b>\$ 6,803,223</b>		<b>\$ 8,167,582</b>	<b>\$ 8,680,133</b>		<b>\$ 2,792,210</b>	<b>\$ 2,914,606</b>		<b>\$ 4,207,343</b>	<b>\$ 4,237,008</b>		<b>\$ 846,145</b>	<b>\$ 921,146</b>		<b>\$ 882,310</b>	<b>\$ 900,034</b>		<b>\$ 311,715</b>	<b>\$ 317,362</b>		<b>\$ 31,910,572</b>	<b>\$ 33,563,326</b>	