

**Date:** August 22, 2023

**To:** City Council

**From:** Christina D. Day, AICP, Director of Planning

**Subject:** Short-term Rental Study Update

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The purpose of this item is to provide an update to City Council regarding the Short-Term Rental (STR) Study.

- [October 10, 2022](#): City Council directed staff to prepare a short-term rental registration program and implement a process to consider changing zoning definitions and strengthening nuisance ordinances. The process should be similar to that followed by the City of Arlington, Texas.
- [November 14, 2022](#): City Council considered a short-term rental registration ordinance but tabled the item to a future meeting.
- May 8, 2023 ([packet](#) | [video](#)): City Council adopted an interim ban on new short-term rentals at a joint meeting with the Planning & Zoning Commission (Commission), and they tabled a registration ordinance for consideration on [June 26](#) and again on [August 14](#).
- [May 22, 2023](#): City Council appointed Plano residents to a Short-term Rental Task Force.
- June 12, 2023 ([Gap Strategies memo](#) | [video part 1](#) | [video part 2](#)): Gap Strategies, a public engagement consultant, presented an overview of the Short-Term Rental Study (Study) process, along with results from a community survey regarding short-term rentals, during City Council's preliminary open meeting.

Since the Gap Strategies presentation on June 12, 2023, the following tasks have occurred as part of Phase I of the outreach and data collection component of the Study:

- Continued identification of short-term rental locations in coordination with Deckard Technologies and City Staff.
- The Short-Term Rental Task Force (Task Force) began meeting to further study the issue and report back findings.
  - The first Task Force meeting was held on [June 29, 2023](#), where Gap Strategies facilitated a discussion of study goals, timeline, and the community survey results.

- The second Task Force meeting was held on [July 18, 2023](#), where Deckard and Plano Police Department data was presented. Gap Strategies facilitated a discussion of and feedback on Task Force sentiments regarding short-term rentals.
- [August 21, 2023](#): Staff presented an update on the Study to the Commission.
- Open House: A Short-Term Rental Study Open House is underway online at [www.PlanoSTR.com](http://www.PlanoSTR.com). The Open House is open through Wednesday, August 30, 2023.
  - An in-person Open House, with the same information and feedback opportunities, will be held Wednesday, August 23, from 6:00 to 8:00 p.m. at event1013 at 1013 E. 15th Street in Downtown Plano.
  - The Open House provides residents an opportunity to learn about the city's Short-Term Rental Study and give city leaders their thoughts and opinions on short-term rentals in Plano. Attendees can review information about the study, ask questions about the process, learn about the Short-Term Rental Task Force, and provide valuable feedback to help shape the city's response to short-term rentals in Plano.

### Next Steps

The Short-Term Rental Task Force will reconvene after the Open House, with a meeting scheduled for September 13, 2023. Their findings will be reported to the Planning & Zoning Commission and City Council in October. Phase II of the Study will focus on potential solutions and will begin in the Fall of 2023. The Study will be conducted in time to allow any needed ordinance amendments before the expiration of the interim ban on May 15, 2024.