

Short-Term Residential Rentals Work Plan

Note: This work plan was approved October 19, 2017, by the Loudoun County Board of Supervisors for ordinances and amendments regarding the registration of short-term rental of residential property.

Phase One: Registration Ordinance and Taxation Review	Work Plan Component		Target Completion Date
	Component 1: Develop and execute a public engagement process		December 31, 2017
	Staff will gather information from residents and interested groups on potential standards for short term rental of residential property (short term residential rentals (STRR) in Loudoun County. In addition to County residents, interested groups will include industry professionals, local businesses and organizations, home and property associations, STRR proprietors, and other interested parties. Feedback from this process will help inform the recommendations that staff anticipates bringing to the Board of Supervisors (Board) in January 2018.		
	Deliverables for Component 1	Summary	Target Completion Date
	Launch informational web page	Staff will create and maintain an informational web page designed to communicate key information to the public about the STRR registration review process. This page will feature links for surveys, applicable Board items, and other useful information for residents and other stakeholders.	Mid/Late October 2017
	Create and conduct an online survey	Staff will create and advertise an online survey designed to collect information about the public's views and opinions on short term residential rental activity and potential registration, tax, and regulatory requirements. The survey will be available via the County's website and promoted via the marketing campaign noted below.	Through December 2017 Results by December 31
	Community outreach meeting	Staff will hold a community outreach meeting designed to gather information from residents and other interested groups on potential regulation.	By December 2017
	Component 2: Conduct staff review and develop recommendations for Board consideration		January 2018
	Staff will conduct a detailed review and return to the Board in January 2018 with recommendations on how to proceed. Staff anticipates these recommendations will include the development and implementation of a short term residential rental registration process (Registration Ordinance) to be included in the Codified Ordinances of Loudoun County (Codified Ordinances); the review and development of amendments to Part Eight Title Four of the Codified Ordinances for taxation, specifically the transient occupancy tax (TOT); recommendations regarding the addition of a zoning ordinance amendment (ZOAM) to the 2018 ZOAM Work Program to amend the Revised 1993 Loudoun County Zoning Ordinance (Zoning Ordinance); and a potential companion amendment to the Codified Ordinances regarding public safety topics.		
	Deliverables for Component 2	Summary	Target Completion Date
Develop recommendations for STRR registration.	Staff will develop recommendations and request Board direction on a proposed Registration Ordinance. Staff will request Board direction to draft and advertise Codified Ordinances amendments for public hearing and adoption.	January 2018	

Develop recommendations regarding locally administered taxes.	Staff will evaluate BPOL, BPPT, TOT, and other applicable locally administered taxes and make recommendations on amendments, if necessary. If the Board directs staff to draft and advertise amendments to Part Eight Title Four of the Codified Ordinances (BPOL, BPPT or TOT), staff will proceed with a companion amendment to the STRR Registration Ordinance.	January 2018
Develop preliminary recommendations regarding amendments to the Zoning Ordinance and companion amendments to the public safety requirements of the Codified Ordinances.	Staff anticipates that if a ZOAM is recommended, it will be integrated into the 2018 ZOAM Work Program approved annually by the Board. If recommended, staff will begin Phase Two of this work plan, which focuses on the ZOAM process and review of a companion Codified Ordinance amendment to address public safety issues.	Anticipated January 2018; see below for further dates
Component 3: Adopt a STRR Registration Ordinance and companion Codified Ordinances amendment for taxation, if applicable		February 2018
Staff will draft, advertise, and bring to the Board a STRR ordinance and companion amendment to the Codified Ordinances for taxation for consideration and adoption.		
Deliverables for Component 3	Summary	Target Date
Draft and advertise STRR Registration Ordinance and companion Codified Ordinances amendment for taxation.	Per Board direction, staff will draft, advertise, and schedule for public hearing the proposed registration ordinances for STRR and amendments to the Codified Ordinances for taxation thereof, if necessary.	February/March 2018 Public Hearing
Adopt STRR Registration Ordinance and companion Codified Ordinance amendment for taxation.		February or March 2018 Public Hearing or Business Meeting

Phase Two: Zoning Ordinance Amendment and Public Safety Review	Work Plan Component		Target Completion Date
	Adopt a ZOAM for Short Term Residential Rentals and amendments to the Codified Ordinances for Public Safety, as needed.		3 rd Quarter 2018 ¹
	Using issues, staff recommendations, and Board direction gathered in Phase One, staff will develop a ZOAM for consideration by the Board. This part of the work plan is estimated based on the ZOAM legislative process and assumes the STRR ZOAM is added to the 2018 ZOAM Work Program and commences during the first quarter of 2018. Staff will incorporate the review of public safety requirements into the ZOAM schedule and provide applicable updates to the Board through items consistent with the schedule noted below.		
	Legislative Process Steps		Target Completion Date
	Step One	Begin ZOAM Legislative Process & Resolution of Intent to Amend (ROIA) <ul style="list-style-type: none"> Determine content of the ZOAM based on professional and industry standards, comparable jurisdictions, information gathered and reviewed in Phase One of this work plan, and Board direction. Resolution of Intent to Amend (ROIA) to Board, possible referral to and review by Transportation and Land Use Committee (TLUC). Board approves ROIA and staff proceeds with step two. 	1 st Quarter 2018
	Step Two	Ordinance Draft Review Process <ul style="list-style-type: none"> Staff to draft ZOAM and refer to applicable county departments for review. Revise draft ZOAM language based on referral review. Staff to conduct public outreach meetings to gather feedback on the draft ZOAM language. Revise zoning ordinance draft language based on public outreach. 	2 nd Quarter 2018
Step Three	Public Hearing Process and Adoption of ZOAM <ul style="list-style-type: none"> Planning Commission Public Hearing Possible Planning Commission Work Session Planning Commission to make recommendation to Board Board of Supervisors Public Hearing Possible review by TLUC Board of Supervisors Business Meeting 	3 rd Quarter 2018	

Learn more at www.loudoun.gov/ShortTermRentals.



¹ These target dates are variable depending on when the ZOAM is added to the work program and where it is placed on that program.