



City of Visalia

City Council Hearing

January 21, 2025

ZTA No. 2024-04

PROJECT DESCRIPTION

Zoning Text Amendment No. 2024-04:

- A request by the City of Visalia to amend Visalia Municipal Code Title 17 (Zoning Ordinance), Chapter 17.32.166 Short-Term Rentals to add language requiring applicants to reapply annually and to include fines for non-compliance
- Zoning: Residential Zones (all R-1 and R-M)
- Location: Citywide

Recap of Most Recent Meetings

- Recent meetings regarding Short-Term Rental (STR) Ordinance:
 - September 3, 2024, City Council Work Session.
 - Staff presented STR Ordinance process thus far and presented included alternative options further amend the ordinance to capture compliance.
 - November 12, 2024, Planning Commission presentation.
 - The outreach performed to reach STR operators, and consideration for compliance options.
 - November 18, 2024, City Council Public Hearing.
 - Staff presented update on STR Ordinance “roll out” thus far, and amendment to the ordinance to include annual renewal and enforcement provisions.
- During the Second Reading of Ord. 2024-12, Council directed staff to amend the STR Ordinance (Chapter 17.32.166) to:
 - Address compliance fee assessment

Proposed Revisions to VMC 17.32.166 Short-Term Rentals

- Addition of Section 17.32.166.E (Enforcement)
- New section coordinated with the Finance Department to:
 - Identify enforcement language that explicitly identifies the penalty fee assessed for failure to comply with the STR ordinance and/or fail to apply for all the necessary applications / permits.
 - Penalty fees similar to the Solid Waste provisions of the municipal code.
 - The penalty amounts noted in the STR Ordinance for noncompliance, after first notice, are \$100, \$200, and \$500.

Proposed Revisions to VMC 17.32.166 Short-Term Rentals

- Section 17.32.166 will be revised as follows:

E. Enforcement:

The City, in its sole discretion, may take enforcement action pursuant to the administrative code procedure described in Chapters 1.12 and 1.13 of the Visalia Municipal Code.

Any person convicted of any infraction of this chapter shall be punished by:

1. A fine not exceeding one hundred dollars (\$100.00) for a first violation;
2. A fine not exceeding two hundred dollars (\$200.00) for the second violation of this chapter within one year; and
3. A fine not exceeding five hundred dollars (\$500.00) for each additional violation of this chapter within one year. Each day a violation continues shall be regarded as a new and separate offense.

RECOMMENDATION

STAFF RECOMMENDS:

- Adopt the first reading of Ordinance No. 2024-12 for Zoning Text Amendment No. 2024-04, which amends VMC Section 17.32.166 Short-Term Rentals.

BASIS FOR FINDINGS

- The Zoning Text Amendment is consistent with the goals, objectives, and policies of the City's General Plan.
- The Zoning Text Amendment amends established objective standards to adequately address operational standards for short-term rentals, consistent with the stated goals of the City of Visalia General Plan and Zoning Ordinance to preserve and promote the public health, safety, and welfare of the city.

2025

Thank you

City of Visalia – Planning Division