



October 19, 2020

Mayor Bill Peake
City of Pacific Grove
300 Forest Avenue
Pacific Grove, CA 93950

Subject: Draft Ordinance Amending Chapter 7.40 Regarding Short-Term Rental Advertising

Dear Mayor Peake and Members of the City Council:

LandWatch Monterey County supported Measure M, which helps address the loss of affordable, long-term housing and commercialization of neighborhoods. With its passage, it is important to assure enforcement. We therefore support the Draft Ordinance amending Chapter 7.40 regarding short-term rental advertising.

This Draft Ordinance would amend PGMC Chapter 7.40 to clarify prohibitions on advertising short-term rentals. Specifically, the ordinance would:

- (1) add a separate definition for “Advertising,” which is updated to include online platforms;
- (2) expand the category of persons potentially liable for advertising violations;
- (3) simplify prosecution of advertising an STR without a license;
- (4) clarify that advertisement of an STR without a license is a separate offense to occupancy of an unlicensed STR; and
- (5) provide increased penalties for violation of the advertising prohibition.

We urge the City Council to adopt the Draft Ordinance. Thank you for your consideration.

Sincerely,

Michael D. DeLapa
Executive Director