



GWINNETT COUNTY
BOARD OF COMMISSIONERS

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Nicole L. Hendrickson, Chairwoman
Kirkland Dion Carden, District 1
Ben Ku, District 2
Jasper Watkins III, District 3
Matthew Holtkamp, District 4

Unofficial

Informal Presentation Minutes

Tuesday, March 4, 2025 – 11:00 AM

Present: Nicole L. Hendrickson, Kirkland D. Carden, Ben Ku, Jasper Watkins III, Matthew Holtkamp

1. Planning and Development

Short-Term Rental Task Force Recommendations

Planning and Development Assistant Director Chris Hayward provided the Board an update on the Short-Term Rental Task Forces outcomes, next steps and provided recommendations. No official action taken.



Gwinnett

Short-Term Rental Task Force Recommendations Report

Board of Commissioners
Informal Presentation
March 4, 2025



Task Force Established

- Established by Board of Commissioners resolution November 14, 2023
- Kickoff meeting held on April 30, 2024
- Time and scope-limited
- Task force set to dissolve nine months after kickoff

Task Force Roles and Responsibilities

- Serve as community ambassadors
- Provide feedback on impact of short-term rentals
- Review data and feedback from residents and stakeholders
- Examine opportunities for transitional housing
- Consider different policy approaches and develop a recommendations report

Short Term Rental Task Force Members

Short-term Rental Task Force
Carlene Bonit - Chairwoman's Appointment
William Diehl - Chairwoman's Appointment
Juan Estrada, Vice Chair - District 1
Soniya Momin - District 1
Edward Keiley - District 2
Kevin Powers - District 2
Kaylane Davis - District 3
Katrina Fellows - District 3
Steve Brown - District 4
James Bulot, Chair - District 4

Task Force Timeline

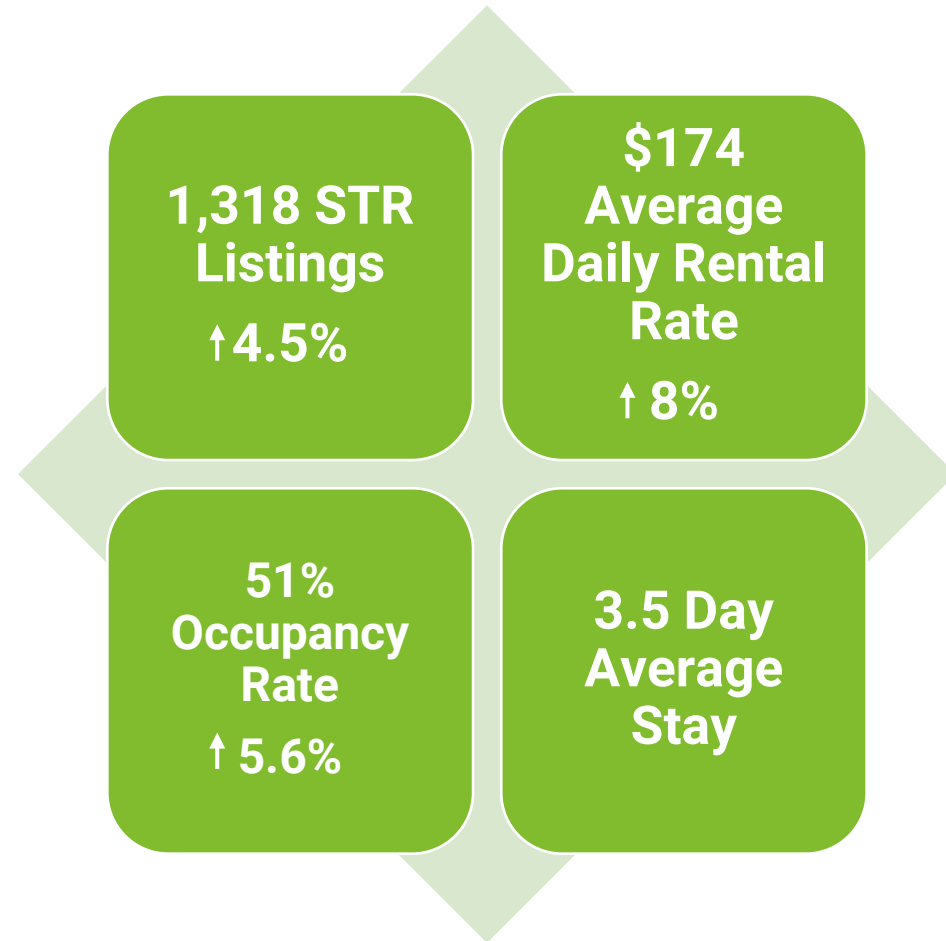
Task Force Meeting Schedule 2024 - 2025										
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Kickoff Meeting – Overview										
Meeting 2 – Stakeholder Perspectives										
Meeting 3 – Intro to Regulatory Approaches										
Meeting 4 – Public Forum #1										
Meeting 5 – Discuss Policy Approaches										
Meeting 6 – Develop Draft Recommendations										
Meeting 7 – Public Forum #2										
Meeting 8 – Refine Draft Recommendations										
Meeting 9 – Review Draft Recommendations Report										
Meeting 10 – Finalize Recommendations Report										

National Short-Term Rental Data

U.S Short-Term Industry Outlook*			
	2022	2023	2024
Available Listings	1,358,078	1,557,046	1,674,300
Nights Listed (% Change)	+22.3%	+8.5%	+7.3%
Occupancy	58.2%	54.7%	54.0%

*National data provided by AirDNA

Short-Term Rental Data in Gwinnett



Countywide data provided by Explore Gwinnett

Tourism in Gwinnett

\$1.08 Billion

in visitor expenditures



\$283 Million

in direct labor income



Hotel/Motel Tax Collections

	2023	2024
Short-term Rentals	\$1,344,120 (10%)	\$1,882,669 (14%)
Total Collections	\$13,713,859	\$13,627,613

Issues Identified by the Task Force

- Commercial investors push out individual investors and neglect properties
- Lack of accountability for property owners and managers
- Absentee owners neglect properties and are difficult to locate when problems arise
- Ineffective property management



Issues Identified by the Task Force

- Lack of reliable data on short-term rentals and their impact in Gwinnett
- No process in place to proactively ensure safety of guests
- Community character negatively impacted by transient neighbors through parking, noise, and other areas
- Insufficient regulations to mitigate impacts on the community



Recommendation 1: Define Short-Term Rental



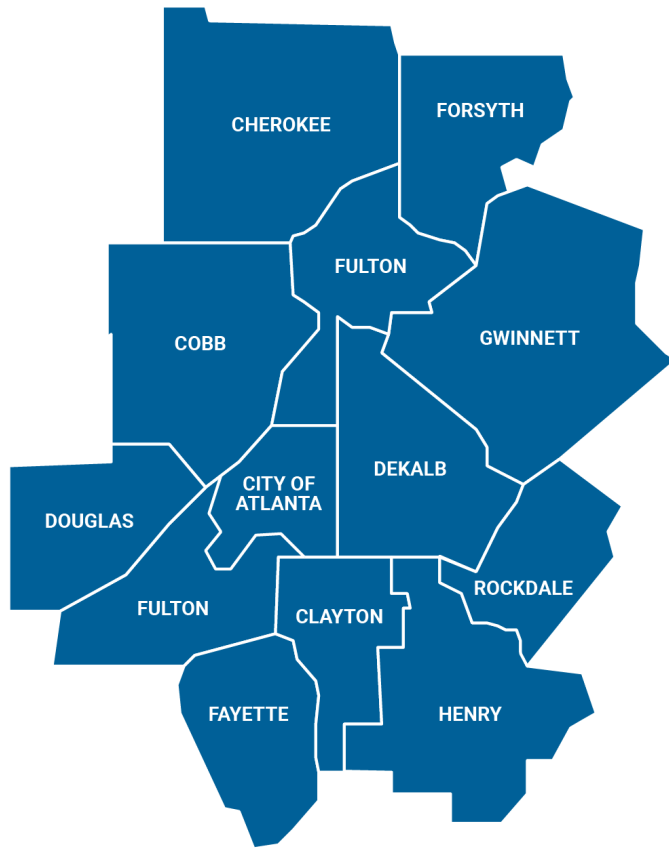
- Add a definition to the Unified Development Ordinance for short-term rental consistent with industry standard

Recommendation 2: Require a License

- Issue annual license to short-term rentals
- Communicate ordinance requirements
- Fee will cover the cost of service



Recommendation 3: Require a Local Agent



- Require a local agent for each short-term rental
- Agent should be available to address issues onsite and accept citation service
- The local agent's information posted onsite

Recommendation 4: Require Interior Property Maintenance Inspections

- Ensure every short-term rental obtains annual safety inspections
- A third-party inspector will check for compliance with International Property Maintenance Code standards



Recommendation 5: Use Licensing to Compel Ordinance Compliance

- Track violations related to parking, outdoor storage, noise, and other ordinances
- Three strike rule



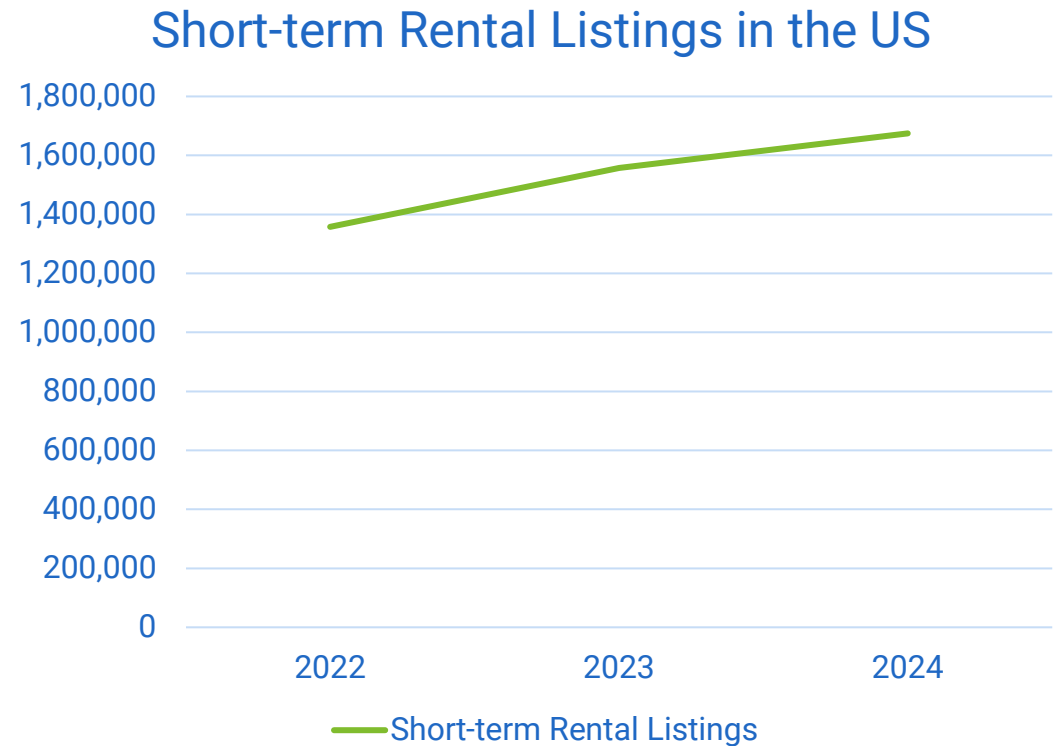
Recommendation 6: Limit Corporate Ownership

- Limit the number of short-term rental properties owned by corporations
- Some jurisdictions establish a cap on the number of properties an individual or corporation may own



Recommendation 7: Enhance Data on Short-Term Rentals

- Contract with a third-party provider
- Monitor short-term rental location and trends
- Use data to ensure compliance with licensing



Recommendation 8: Increase Enforcement and Accountability

- Utilize tools available for non-responsive property owners
- Enhance after hours and weekend enforcement
- Proactively communicate with short-term rental platforms when violations occur



Next Steps

- Send complete recommendations report to Board of Commissioners and post online
- Draft short-term rental ordinance
- Obtain third-party support for short-term rental licensing and data services
- Launch new licensing system



Gwinnett

Thank you!