



Historic Brewers Hill

Historic
Brewers
Hill



Listening Session on
Short Term Rentals

Meet the Board



Molly Booth
President



Elizabeth Sedita
Vice President



DeWayne Bishop
Treasurer



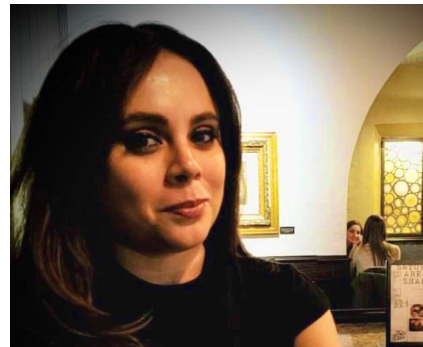
Aaron Hess
Secretary



Larry Roffers
Auxiliary Board Member



Fred Gutierrez
Auxiliary Board Member



Amber Lee
Auxiliary Board Member



Dan Olson
Auxiliary Board Member

Goals



The board of The Historic Brewers Hill neighborhood Association has heard from neighbors regarding short term rental properties in the neighborhood. We decided it was time to gather together to find out what your opinions are on this issue and how we want to move forward. We thank you for joining us!

Purpose



The Historic Brewers Hill Neighborhood Association’s purpose shall be to advance the wellbeing and general interest of persons living within the organization’s geographic boundaries. This organization shall work to promote property rehabilitation, eliminate blight, improve family environment, develop increased community concern, advance racial harmony, provide an effective voice in governmental affairs, and encourage local home ownership.



Why are we here?

Questions

We want to raise these questions to you, as the board is only a representative reflection of the will of the community

Concerns

We have heard your concerns and want to address them and see if others feel the same way

Alignment

We want to make sure we are taking action based on a consensus and not an assumption

Next Steps

Where we go from here is based on your feedback and the momentum that is demonstrated

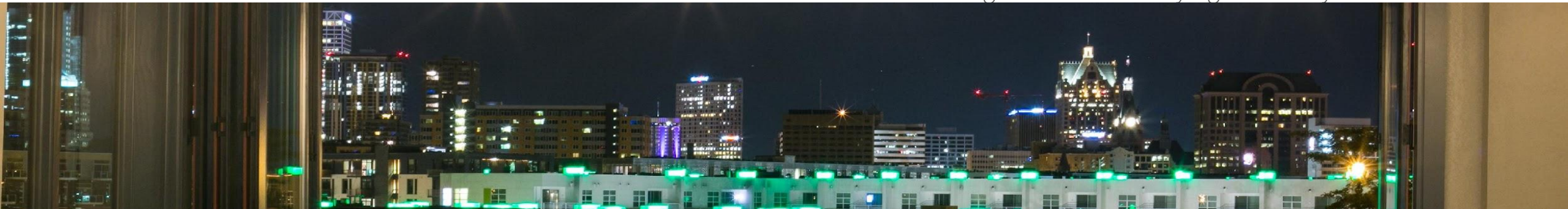
History & Context

Evolution

The Brewer's Hill neighborhood has experienced a cycle of prosperity, neglect, and renaissance over the last hundred years. With recent developments and investments in to the area like the Fiserv Forum and the Deer District we have seen an influx of short term rentals in Brewers Hill.

Location

Brewers Hill is located to the north of downtown Milwaukee, overlooking the city. The East and West boundaries are between Holton Street and MLK Drive and stretches up to North Avenue with the Milwaukee River serving as the southern border. It is a walkable distance from many downtown attractions and offers a convenient and charming alternative to staying 'in the city'.



Housing Overview in Brewers Hill

\$305,041

Median Home Value

National Average \$229,800

\$1600/mo

Median Rent

National Average \$1244

36%

Own their homes

64% rent

Current Real Estate Market in Brewers Hill

\$380,424

Average sale price

\$20,242

Average paid over asking

37

Average days on the market



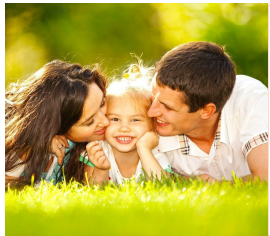
The Neighborhood by the Numbers



31

Median Age

37.9 Nationally



51%

Families with kids under 18

40% Nationally



2,227

Population

35 blocks and over 900 homes

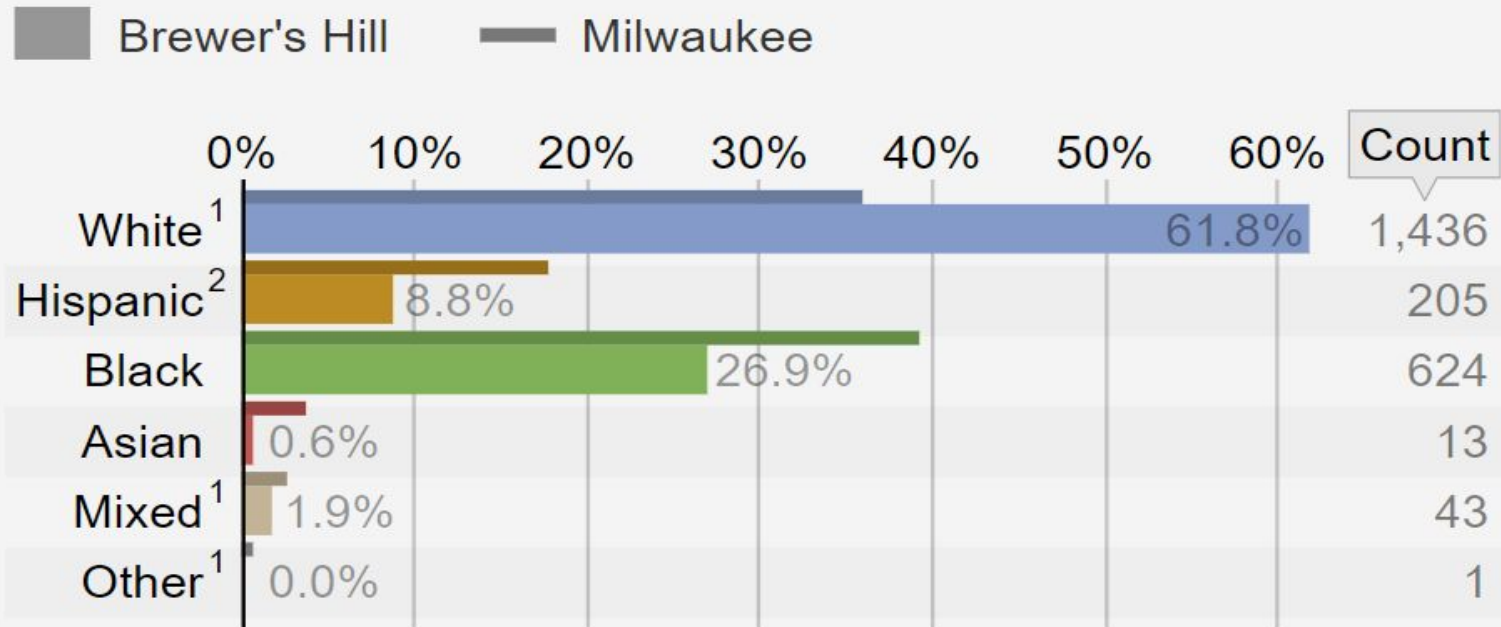
Neighborhood Diversity

Race and Ethnicity

#1

Percentage of the total population.

Scope: population of Milwaukee and Brewer's Hill



Count number of members in ethno-racial group

¹ non-Hispanic

² excluding black and Asian Hispanics

What is the reputation of Brewers Hill?



A Desirable Place to Live!

Historic Brewers Hill is ranked the #5 neighborhood to live in and around Milwaukee.

A Great Place to Visit!

It's no wonder we have visitors from around the state, the country, and the world.

Short Term Rentals Active in Brewers Hill

29

Active Rentals Available across VRBO & AirBnB in Brewers Hill

6

Average number of guests allowed per listing with the average unit having 2 bedrooms

12

Different streets have Short Term Rentals located on them. These rentals are spread out across the neighborhood.



Travel better together



airbnb

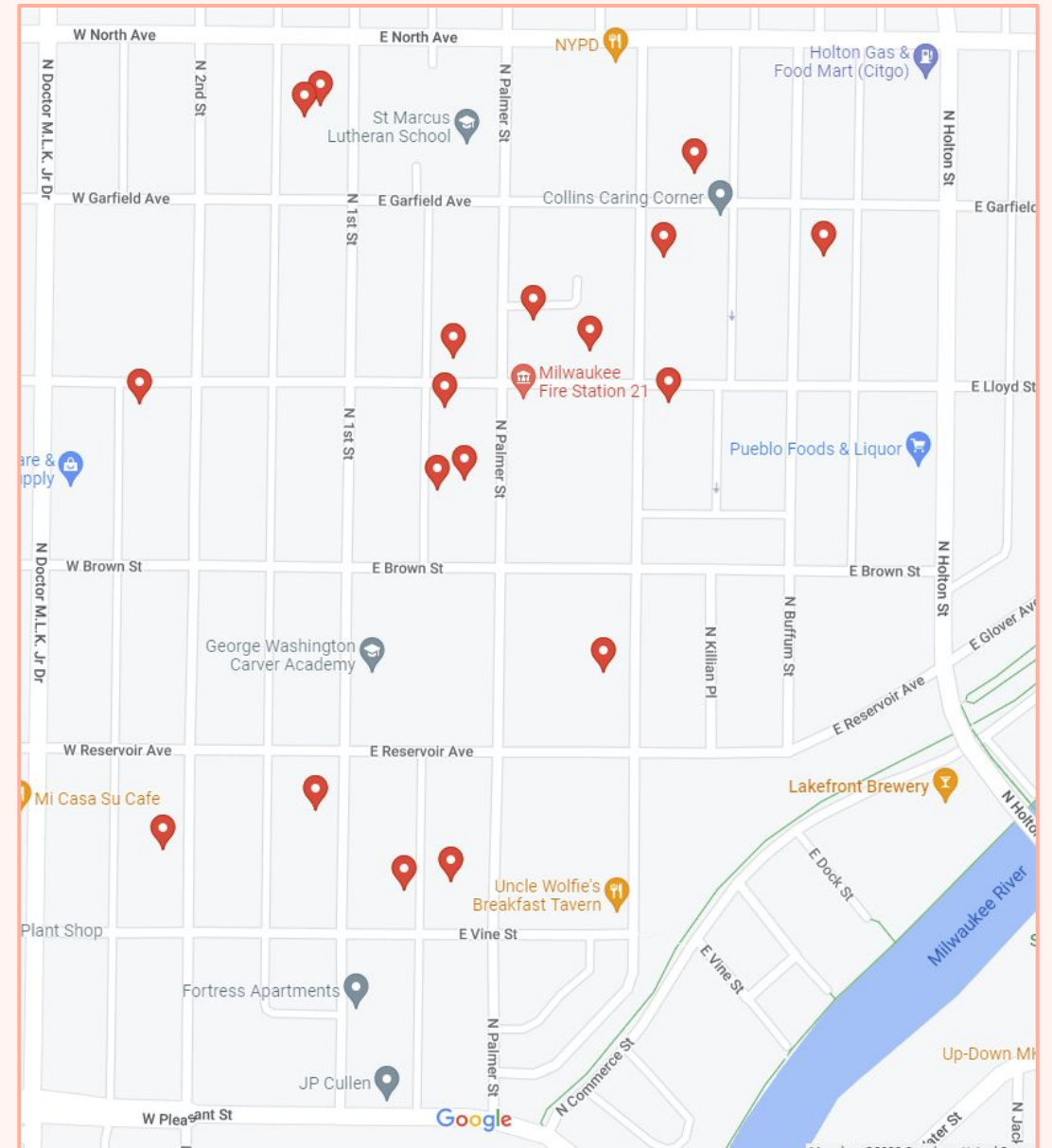
book today 

Where are the Short Term Rentals in Brewers Hill?



Indicates where the active short term rentals are across the neighborhood based on available data

The majority of listings are in single family homes and duplexes



What are we seeing nationally?

TRAVEL

Unwelcome guests: Airbnb, city battle over illegal short-term rentals

Going 360: As short-term rentals rise, here are the concerns neighbors have about short-term rentals

Safety and a decrease in next door home values are both high on the list, according to a new survey from Porch



Voters across Colorado's high country will weigh short-term rentals

BUSINESS

Short-term rentals raise neighborhood concerns



Real estate agent Rachel Prince talks July 24, 2019, about short-term home rentals in Indianapolis. (WISH Photo)

Dallas homeowners raise concerns about short-term rentals and want the city to act

A growing number of Dallas homeowners are raising concerns about short-term rentals in neighborhoods and want the city to act



Dallas homeowners raise concerns about short-term rentals in neighborhoods and want the city to act
February 22, 2022

Potential Impact of Short Term Rentals

Inflated Value/Cost

Commercial short term rentals can inflate rent rates and home sale values in an area

Disruptive Visitors

Vacation activities can be loud or occur at unusual times for a residential space

Exclusivity

Young and first time buyers could be priced out of homes or apartments in the area

Community

It could prove challenging to build community with non resident short term visitors





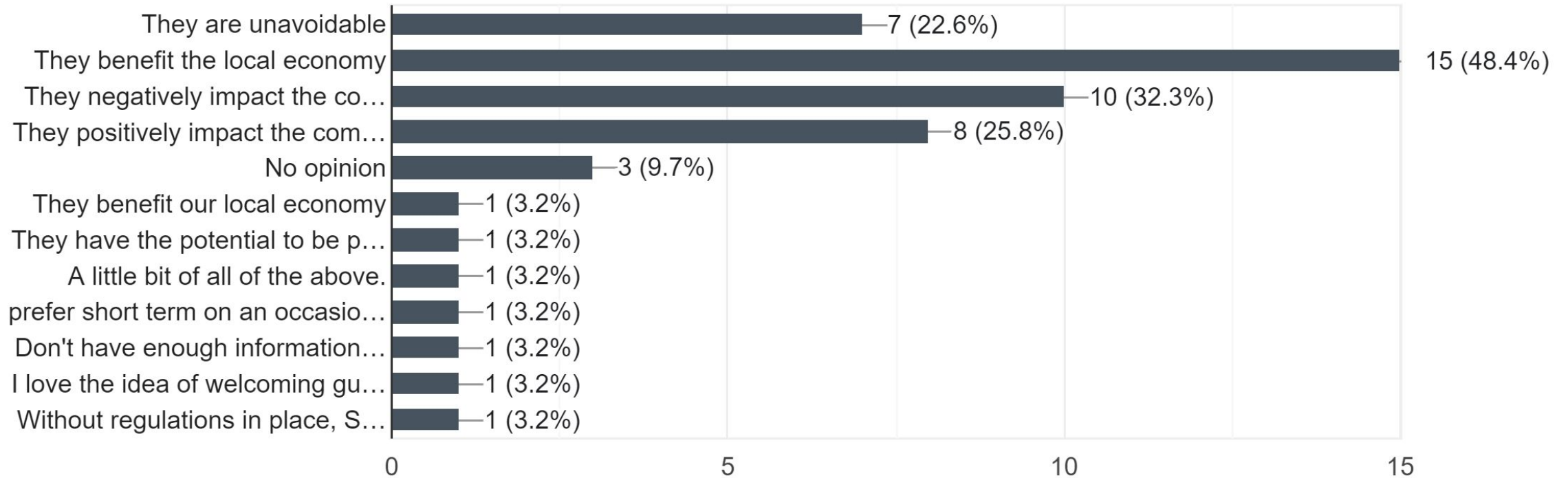
What does Brewers Hill think?

Aggregate results of our short term rental survey conducted this past week

Survey Results

What is your opinion of short term rentals? (Select all that apply)

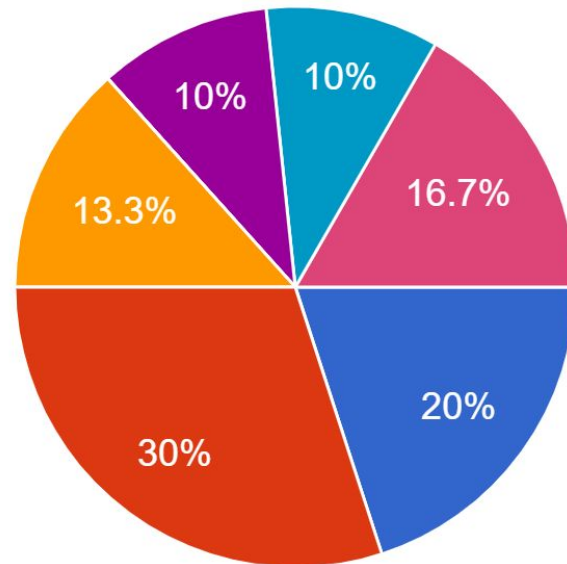
31 responses



Survey Results

How many short term rentals do you think are ideal per 1000 households?

30 responses

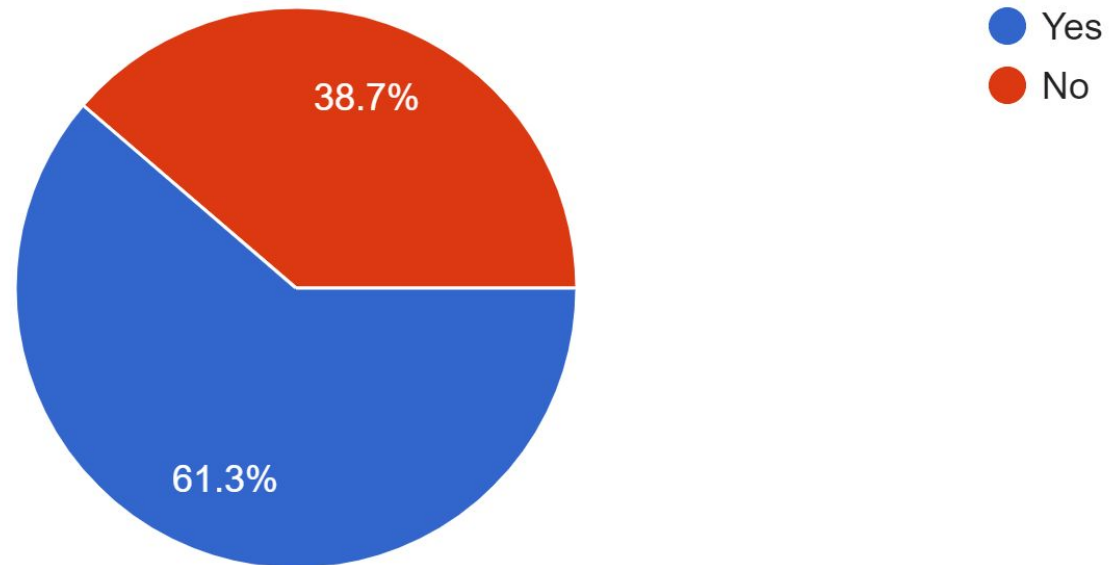


- 1-9 units or <1% of the total
- 10-29 units or <3% of the total
- 30-49 units or <5% of the total
- 50-99 units or <10% of the total
- 100-199 units or <20% of the total
- 200 or more units
- I don't have a preference

Survey Results

Do you have any concerns about short term rentals?

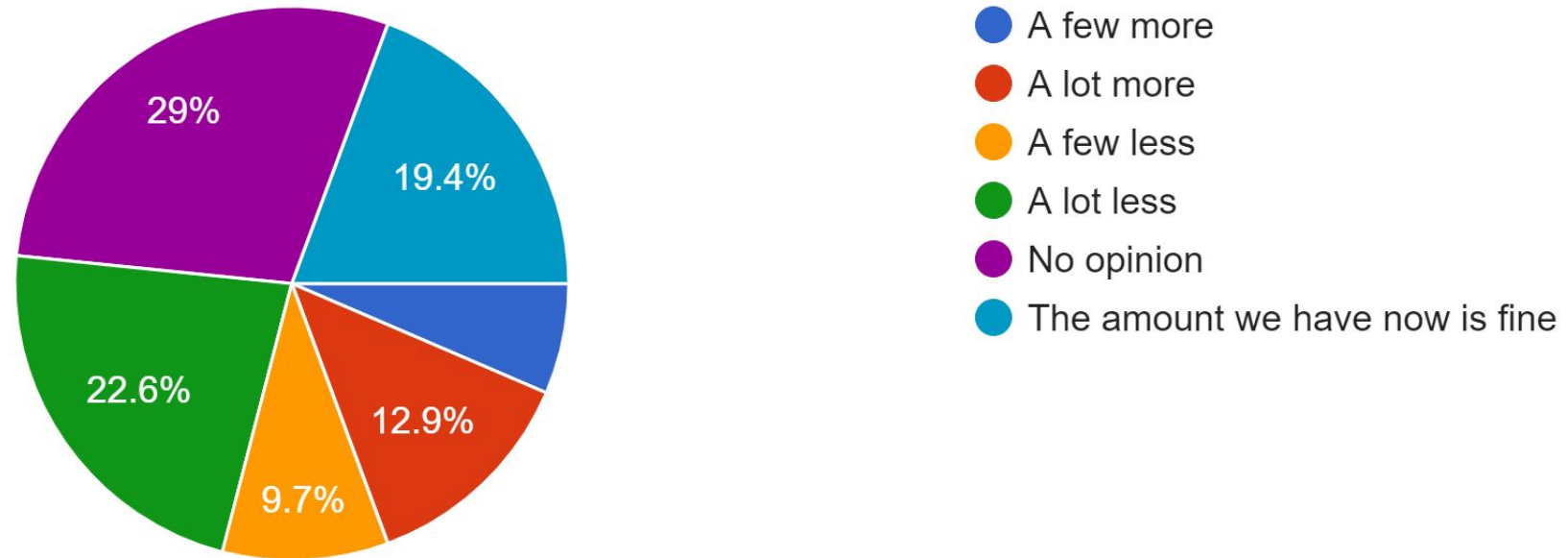
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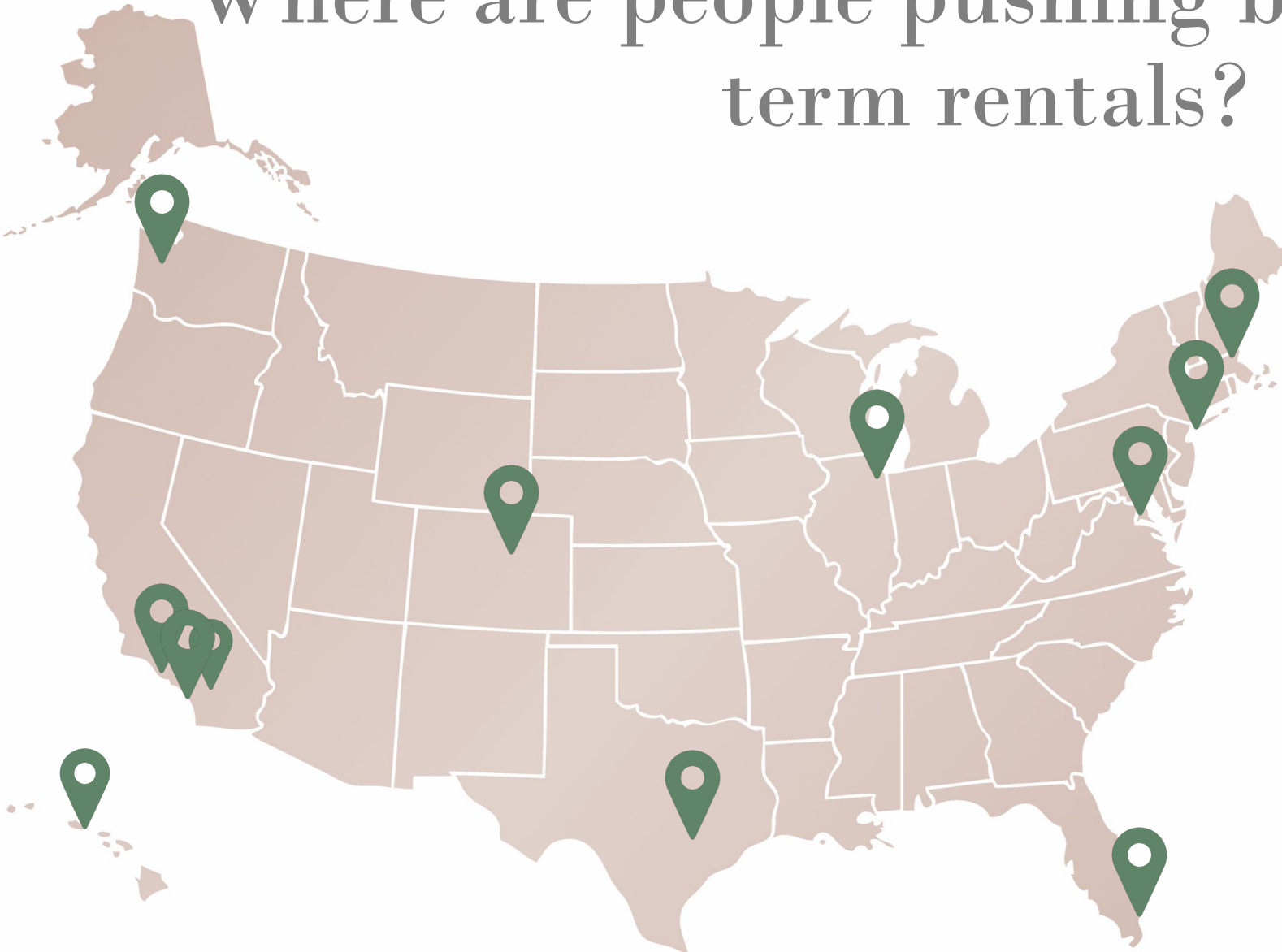
Survey Results

Do you think Brewers Hill should have more or less short term rentals?

31 responses

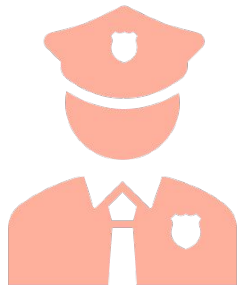


Where are people pushing back on short term rentals?



“You can’t throw a rock in the country right now without hitting a city that’s moving to more aggressively regulate short-term rentals,” said David Wachsmuth, an assistant professor at McGill University’s School of Urban Planning, who has studied Airbnb around the world.

Legislation on Short Term Rentals



Rental Codes

Compliance Officers

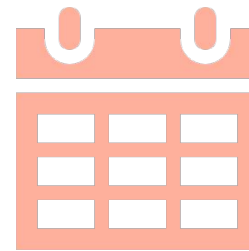
Limited time rentals are banned (under 6 months/ under 30 days)



Residents

Owner Occupied Rentals

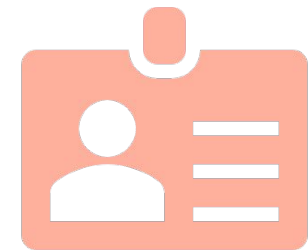
Only Primary homeowners can list their residence for short term rent



Amount of Time

120 days/year

Some places have limited the number of days per year a host can rent out their space



Registration

Apply to be a Host

Require registration to be a host/limit the number of approved hosts

What are solutions being offered?

Short-Term Rental Laws Across the Country

City	Summary	Take Effect	Fine	STR License Fee	Additional Cost
New York	<ol style="list-style-type: none"> 1. Can't rent out entire apartment (hosts must be present) 2. Can't advertise an apartment 3. Up to 2 paying guests 	May 2011	\$1,000 - \$7,500 (illegal advertising of apartments)	N/A	<ol style="list-style-type: none"> 1. Sales and use tax 2. Hotel room occupancy tax
San Francisco	<ol style="list-style-type: none"> 1. Must register as a business and as a short-term rental 2. Hosts must be permanent residents 3. Up to 90 nights a year without hosts 4. No income-restricted affordable housing 	Feb. 2015	≥ \$484 (per day)	\$250	<ol style="list-style-type: none"> 1. Transient occupancy tax 2. Business personal property tax
Los Angeles	<ol style="list-style-type: none"> 1. Must obtain licenses 2. Must be primary residence 3. Up to 120 days a year 	July 2019	≥ \$500 (per day)	\$89	Transient occupancy tax
Washington DC	<ol style="list-style-type: none"> 1. Must obtain license, additional "vacation rental" endorsement for renting out an entire unit 2. Must be primary residence 3. Up to 90 nights a year without hosts 	Oct 2019	\$500 - \$6,000 (per violation)	TBD	Transient lodging tax

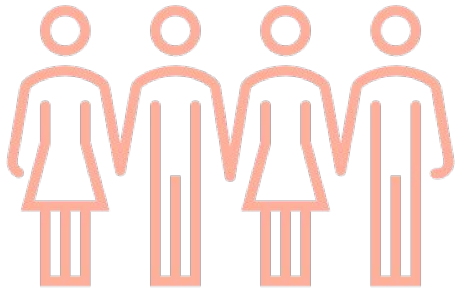
Short-Term Rental Laws Across the Country

City	Summary	Take Effect	Fine	STR License Fee	Additional Cost
Chicago	<ol style="list-style-type: none"> 1. Short-term rental platforms must obtain license 2. Hosts with 1 home-share unit register through the rental platform 3. Hosts with ≥ 1 home-share unit must obtain license from city of Chicago 4. Vacation rental must obtain license 	March 2017 (host registration)	\$1,500 - \$3,000 (per day)	\$0 - \$250	Hotel accommodation tax
Boston	<ol style="list-style-type: none"> 1. Must obtain license 2. Must be primary residence or an secondary unit at their primary residence 3. No income-restricted units 	Jan. 2019	\$100 - \$300 (per day)	\$25 - \$200	Same tax as hotel
Seattle	<ol style="list-style-type: none"> 1. Short-term rental platforms must obtain license 2. Hosts must register as a business and as a short-term rental 3. Up to 2 units 4. If operate 2 units, one must be primary residence 	Sep. 2019	\$500 - \$1,000 (per violation)	\$75	<ol style="list-style-type: none"> 1. Retail sales tax 2. Lodging tax 3. Business and occupation tax

Breakout Discussions



Breakout Discussion Process



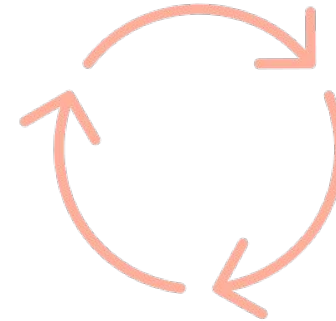
Form Groups

Please put yourselves in to
groups of 5-8 people
And find a facilitator



Discuss

Your facilitator has discussion
questions to get you started,
but the floor is yours



Regroup & Share

After the breakout
discussions please return to
the auditorium so we can
share our ideas

What's Next?

People are buying and selling homes in the neighborhood all the time!

Active Listings

10

homes are currently listed for sale in
Brewers Hill

Pending Sales

4

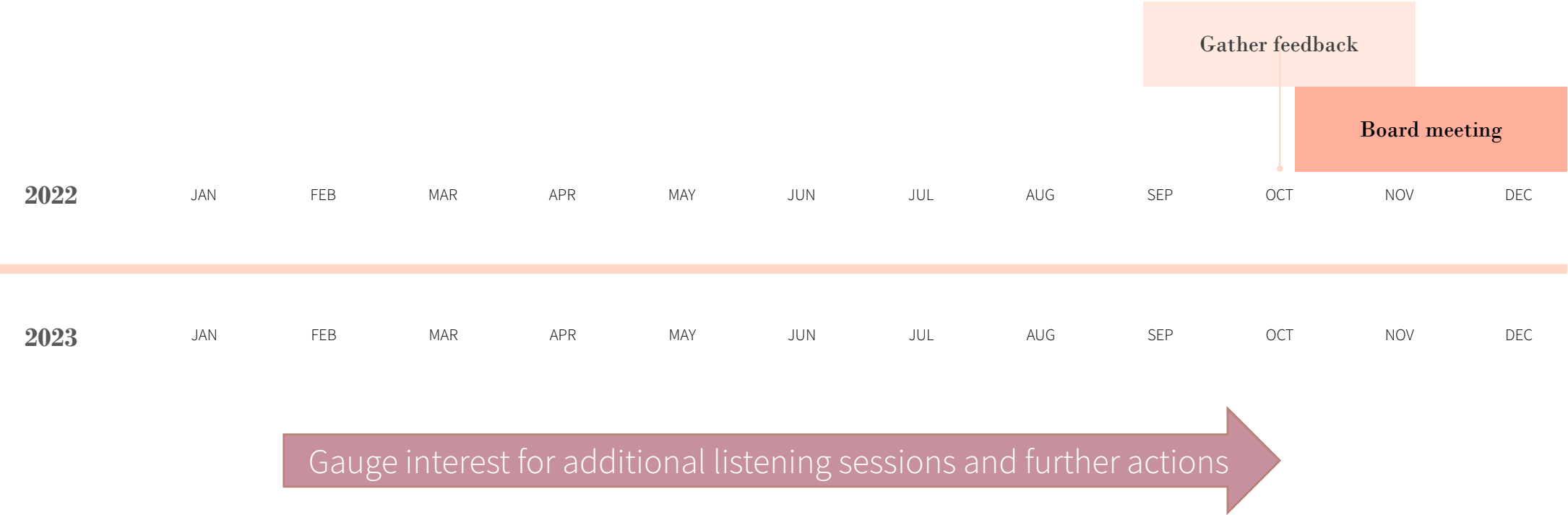
homes have pending sales currently in
Brewers Hill

Future Listings

?

The housing market is in flux and more
homes enter the market all the time

Action Plan



Closing Statements





Thank you

Historic Brewers Hill Neighborhood Association Board

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HistoricBrewersHill.com