



The Corporation of the Town of LaSalle

To: Mayor and Members of Council

Prepared by: G. Beggs, Director of Planning & Development

Department: Planning & Development

Date of Report: March 6, 2025

Report Number: PD-09-2025

Subject: Short Term Rental Update

Recommendation

That the update report of the Director of Planning & Development dated March 6, 2025 (PD-09-2025) regarding Short Term Rentals be received;

And that, Council authorizes Administration to retain a consultant to provide professional services necessary to assist in the development of a Short-Term Rental Regulatory Program for Council consideration.

Report

In November 2023, a report to Council (PD-34-2023) provided preliminary background information and general commentary on the evolution of the accommodation sector and the local Short Term Rental (STR) market in LaSalle. The report also contemplated different policy and regulatory options for potential consideration. At that time, Council directed Administration to continue to monitor the local STR market, complaints and concerns received, and to rely on our existing municipal by-laws to enforce any noise or nuisance issues that resulted from STR activity.

At that same meeting, Council requested that Administration prepare a supplementary report in early 2025 to provide an update related to the growth of the local STR market and the potential need for future STR programming and regulation. The purpose of this report is to provide updated STR inventory information to Council, as well as to seek direction from Council on whether to proceed with retaining a consultant to assist with the development of an STR regulatory program and implementation strategy for Council consideration.

The table below documents the 2023-2024 STR inventory available within LaSalle and the number of STR-related complaints received.

LaSalle STR Inventory* & Complaints Received

	2023	2024
Known STRs	23	24
STR Related Complaints Received (LaSalle Police & By-law Enforcement)	3	1
Cumulative STR Total	47	

*information based on local data obtained from AirBnB, VRBO, AirDnA, etc.

While the number of STRs in LaSalle is relatively low, it is anticipated that additional STRs will come online as the community continues to grow and develop. Additional STR inventory information received from Tourism Windsor Essex Pelee Island (TWPEI) indicated that the Town’s local STR inventory was slightly higher than what our research suggests. Upon further investigation, the database used by TWPEI includes the ability to source different providers/platforms and establish a wider STR search criteria, which could lead to a higher STR inventory outcome.

In addition, while the number of local STR-related complaints is relatively low, Administration believes that the nature of the complaints received is legitimate and warrants investigating regulatory options that would assist in establishing parameters around the provision of STRs for Council consideration.

In fact, there are many proven benefits to the development of an STR program, which could include the following:

- **Preserving housing supply:** By reducing the number of STRs through regulation, more units become available for long-term housing
- **Ensuring compliance and safety:** Regulations can help ensure that STRs comply with existing rules related to fire and building code safety regulations. This becomes particularly important given that residents/visitors are temporarily residing within these units.
- **Municipal Accommodation Tax (MAT):** STR regulation could allow for the opportunity to levy a MAT, of which funds can be used towards the support of municipal tourism and local economic development.
- **Licensing revenue:** Should a licencing program be implemented, the program will generate funds through the securement of fees, providing an additional revenue-generating opportunity for the municipality.
- **Complaints and enforcement:** Should an enforcement by-law be established, short-term rental operators may be required to obtain a license. The licensing will

help ensure compliance with regulations and establish a clear process for addressing issues and complaints. Residents will be able to report these concerns directly to Town Staff. Concerns will be investigated, and should non-compliance be found, action can be taken in accordance with the governing by-law.

Conversely, it is also important to recognize that there may be challenges associated with STR program implementation, including:

- **Difficulty with Enforcement:** Municipalities may struggle to ensure compliance with licensing requirements and will always risk illegal or unregistered STRs operating without permits or licenses, complicating enforcement and compliance efforts.
- **Added Resource Capacity:** Most municipalities focus dedicated by-law enforcement resources on regulatory STR implementation. Currently, our by-law enforcement program is more reactive in nature rather than proactively targeting compliance within the community. There may also be additional resource needs necessary to facilitate the implementation of a future licencing program.

The scope of an STR Project Contract would include the following components and anticipated deliverables:

- STR issues identification through public consultation, including community and partner outreach
- Research and identification of existing STR inventory and anticipated STR growth trends
- Reporting back to Council on nature and scope of issues related to STRs
- A review of regulatory best practices in other municipalities
- Regulatory options and recommendations, which could include the following:
 - Policy improvements to the Town's Official Plan
 - Zoning By-law Regulatory framework or enhancements
 - Licensing Program and protocol for implementation
 - Municipal Accommodation Tax opportunities
 - By-law Enforcement actions and initiatives
 - Staffing additions necessary to support program implementation and success

The primary objective of this work effort would be to provide a Recommendations Report, for Council consideration, that contemplates options and a recommended approach to the implementation of a comprehensive STR regulatory program. This would include details regarding any future resources required to implement and maintain program components. Provided Council directs Administration towards the prioritization of this work, a qualified consultant can be retained to begin to explore the project in 2025.

Consultations

Director of Council Services, Director of Finance, Deputy CAO & CAO.

Financial Implications

This project can be funded through the Planning Projects Reserve Account.

Prepared By:



Director of Planning and Development

Gudrin Beggs, MCIP, RPP

Link to Strategic Goals

1. Enhancing organizational excellence - No
2. Strengthen the community's engagement with the Town - Yes
3. Grow and diversify the local economy - Yes
4. Build on our high-quality of life - Yes
5. Sustaining strong public services and infrastructure - Yes

Communications

Rod Peterson

Report Approval Details

Document Title:	Short Term Rental Update.docx
Attachments:	
Final Approval Date:	Mar 6, 2025

This report and all of its attachments were approved and signed as outlined below:



Deputy Chief Administrative Officer

Peter Marra



Chief Administrative Officer

Joe Milicia