



**Village Council
Agenda for Work Session of October 14, 2025
Assembly Hall
395 Magnolia Road, Pinehurst, NC 28374
Pinehurst, North Carolina
4:30 PM**

1. Call to Order
2. General Business
 - A. Update on Timed Parking Enforcement of Downtown On-Street Parking
 - B. Update on Short-Term Rental Monitoring and Enforcement
3. Motion to Adjourn

Vision: The Village of Pinehurst is a charming, vibrant community which reflects our rich history and traditions.

Mission: Promote, enhance, and sustain the quality of life for residents, businesses, and visitors.

Values: Service, Initiative, Teamwork, and Improvement.



Update on Timed Parking Enforcement of Downtown On-Street Parking ADDITIONAL AGENDA DETAILS:

FROM: Doug Willardson, Village Manager
CC: Village Council;
DATE OF MEMO: 10/07/2025

MEMO DETAILS

Larry Brueggemeyer, our parking attendant, is unavailable to attend the upcoming meeting. However, this memo reflects the issues and observations we have discussed together in detail.

The guiding principle for our parking program is: *Can someone visit Pinehurst Village and feel safe, find reasonable parking, enjoy the shops and restaurants, and want to return?*

Parking Enforcement Focus Areas

1. Safety

Larry is highly visible throughout the Village core, both on the streets and in the lots. This visibility contributes to traffic calming—drivers slow down when they see someone in uniform. Larry also provides an additional layer of public safety: he is CPR trained, radio-equipped, and well-trained to respond in the event of an emergency. Regular patrols in and around parking areas also deter theft and other crimes.

2. Enforcement (Deterrence and Compliance)

The presence of enforcement staff serves as a strong visual deterrent. Even when vehicles are not being actively cited, drivers are more likely to correct parking issues—such as moving within lines, staying clear of crosswalks, or relocating from time-limited areas—when they see an officer patrolling. Larry also encourages proper use of Village parking assets, such as the Village Green Lot (sandlot) and Dogwood Road Lot, to ensure prime spaces remain open for visitors. While some repeat offenders exist, overall compliance is increasing.

3. Community Relations

Larry has become a recognized and welcomed presence in the Village. Residents, patrons, and business owners consistently express appreciation, noting that they feel enforcement has made a visible difference downtown. He serves as a conduit between the community and administration—frequently engaging with at least a dozen residents, visitors, or business owners daily. He has come to embody the “face of Pinehurst” in many ways, promoting both safety and hospitality.

Tickets and Compliance

- Approximately six consistent violators have been identified; staff now recognize repeat offenders by vehicle. We have tried to address these behaviors starting with the least aggressive approaches to encourage compliance (i.e., reminders, asking to move, ticketing).
- To avoid deterring visitors, staff generally refrain from ticketing patrons who slightly exceed the 3-hour time limit, particularly if they appear to be out-of-town guests.
- The current 18-foot vehicle length rule presents challenges, as many pickup trucks and larger

SUVs exceed that length. Strict enforcement would result in ticketing a significant number of otherwise law-abiding residents and visitors. Staff recommend Council consider whether increasing the limit to 19 feet may be more practical and aligned with the types of vehicles commonly used in Pinehurst.

- Overall, enforcement is targeted at employees or business owners abusing parking resources rather than casual visitors.

Results to Date

Community feedback has been overwhelmingly positive. Patrons and business owners report improved parking availability and a better overall atmosphere in the Village. Since enforcement patrols began in August, staff have observed:

- More employees and owners consistently parking in the Village Green Lot (sandlot) and Dogwood Road Lot.
- Increased availability of prime spaces during business hours.
- A stronger sense of safety and order within the Village core.

Next Steps

- Continue enforcement with a focus on repeat offenders while maintaining a welcoming environment for visitors.
- Monitor the impacts of the 18-foot vehicle limit and bring forward an ordinance amendment to increase to 19 feet if Council agrees this is a more reasonable standard.

Conclusion

The Village's approach to parking enforcement is achieving its intended goals: promoting safety, encouraging compliance, and building stronger community relations. Adjusting the vehicle length standard from 18 to 19 feet may be an appropriate refinement to ensure rules remain fair, enforceable, and consistent with the realities of our community's vehicle mix. Staff will continue to monitor trends and recommend adjustments as needed.

ATTACHMENTS

None



Update on Short-Term Rental Monitoring and Enforcement ADDITIONAL AGENDA DETAILS:

FROM: Doug Willardson, Village Manager
CC: Village Council;
DATE OF MEMO: 10/07/2025

MEMO DETAILS

The Village of Pinehurst continues to actively monitor and enforce short-term rental (STR) regulations to protect neighborhood quality of life, maintain fairness for property owners, and uphold the intent of Ordinance #22-15. Our enforcement and monitoring work focuses on four main areas:

1. Enforcement of Nonconforming Use Provisions

The Village uses Host Compliance by Granicus to identify STR activity across more than 60 online platforms. As of **October 2025**, there are **537 active STRs** in Pinehurst:

- **386 properties** are operating legally with a valid Non-Conforming Use Certificate (NCUC) or were grandfathered under the ordinance.
- **151 properties** are advertised without authorization and are limited to renting **14 days or fewer per year**.

Earlier this year, the Village issued 11 notices of violation to properties that exceeded the 14-day limit. Ten of those are now in compliance. One remains under review, and the Village will follow established enforcement procedures to resolve it.

Staff also reviews updated reports each month to identify additional potential violations and ensure ongoing compliance.

2. Review of Noncontinuous Use (365-Day Discontinuance Rule)

All legally established STRs must maintain active use to retain their legal nonconforming status. A property that ceases STR operations for more than 365 days loses that status.

A recent review found that only two properties had not rented within the past 12 months. Those properties did not violate the ordinance because they stayed under the 14-day rental allowance. Ongoing monitoring will ensure that any properties that discontinue STR use for more than 365 days are handled in accordance with Village regulations.

3. Enforcement of SR-9 Standards (Occupancy, Safety, etc.)

STRs are required to comply with all supplemental SR-9 regulations, including occupancy limits,

parking standards, and basic health and safety requirements.

State law limits the Village's authority to inspect homes. Inspections for STRs may only occur when specific legal conditions are met—such as verified violations or visible safety concerns—and are limited to minimum housing standards. This framework shapes how the Village enforces certain provisions like occupancy.

4. Nuisance Enforcement

The Village continues to enforce nuisance ordinances across all properties—STR and non-STR alike—including noise, parking, gatherings, and solid waste regulations.

A limited number of addresses have generated repeated complaints in recent months. Law enforcement officers remain responsive to all concerns and conduct proactive patrols in areas where issues have been reported.

Summary

The Village's enforcement program focuses on ensuring compliance with STR regulations while respecting private property rights and state law. Our approach emphasizes consistent enforcement, transparency, and clear communication with both property owners and neighbors.

We will continue to:

- Monitor listings and identify potential violations,
- Enforce STR regulations fairly and consistently, and
- Provide realistic expectations about what the Village can—and cannot—enforce under state law.

This balanced approach aims to protect the character of our neighborhoods while allowing property owners to operate within clearly defined rules.

ATTACHMENTS

None