



PACIFIC PALISADES COMMUNITY COUNCIL

June 16, 2017

Hon. Jose Huizar, Chair, PLUM Committee
Hon. PLUM Committee Members Marqueece Harris-Dawson,
Gil Cedillo, Mitch Englander and Curren Price, Jr.

Via email

Re: Oppose – CF 14-1635-S3/Home-Sharing Ordinance (Short Term Rentals - STRs)

Dear Chair Huizar and Committee Members:

As we realize the PLUM Committee will take up the matter of Short Term Rentals again later in the summer, Pacific Palisades Community Council (PPCC) – the most broad-based community organization and voice of the Palisades since 1973 – would like to reiterate some specifics of its long standing position on the considered ordinance, and serve a reminder of the long term consequences of STRs in R1 zones across Los Angeles, which stand to lose their character if STRs are not properly regulated. Pacific Palisades, for example, is a small coastal community that is home to generations of families and is, at the same time, a draw for tourism.

Three issues concern us: (a) the cap on the days short term hosts can rent their homes; (b) the issues of enforcement; and (c) proof of primary residence. To the extent that STRs are designed to assist homeowners in making extra money to ease the financial burden of paying for a mortgage in the modern American dream, it is essential that the LA ordinance is not written so that it creates a new industry, but cements a new economic model that can help distressed homeowners. To allow hosts to become de-facto landlords or hotel operators, instead of residents “sharing” their space, is a mistake, in our view, and opens up residential neighborhoods to an onslaught of renting (or “hoteliering”) that neither singular neighborhoods nor the City are prepared to face.

With respect to a timing cap, we are disheartened that the initial Planning Dept. recommendation of 90 days was pushed up to 120, and then finally pushed up yet again to 180 days. While PPCC has suggested an annual cap of no more than 30 days, based on best practices from other cities in no event should LA set the cap for annual rental days at more than 90 (for periods of 30 consecutive days or less).

When it comes to enforcement, we believe the 10% TOT should firmly be allocated to the “enforcement” trust fund, as originally planned, and not for administrative fees and costs associated with permitting and technology. Those may also be important, but the costs should be carved out of the 90% TOT that is currently allocated to affordable housing (since county/state resources are now available to supplement affordable housing initiatives).

Furthermore, we have asked before, and reiterate now, that there should be a private right of action made available to property owners adversely affected by short term rentals, and a notification of any application submitted for short term rentals be provided to property owners within 500 feet of the short term rental property.

These were all laid out in our previous letter to PLUM which can be seen [here](#) and a subsequent motion passed by the Westside Regional Alliance of Councils (as modified by PPCC), which can be seen [here](#). We urge you to protect residential neighborhoods and pass an ordinance that caps rentals at no more than 90 days, offers a private right of action and notice to affected property owners, and ensures primary residential sharing, not commercial renting of home space.

Thank you for your consideration.

Sincerely,

Maram Zar
Chair, Pacific Palisades Community Council

cc (via email):
Hon. Councilmember Mike Bonin, 11th Council District
Sharon Dickinson, Legislative Assistant, PLUM Committee (with request for filing in CF 14-1635).