

**ZTA 23-05 ZONE TEXT AMENDMENT  
TO AMEND PORTIONS OF TITLE 17 OF  
THE HERMOSA BEACH MUNICIPAL  
CODE CLARIFYING THE CITY'S  
REGULATION OF ADVERTISEMENT OF  
SHORT-TERM VACATION RENTALS IN  
ALL ZONES**



City Council Meeting – December 12, 2023

# BACKGROUND

- May 24, 2016
  - Ordinance 16-1365
  - Prohibition in Residential Zones
- October 10, 2019
  - Ordinance 21-1440
  - First extension of Pilot Program
- December 14, 2021
  - Ordinance 19-1395
  - Creation of Pilot Program



# BACKGROUND CONTINUED

- September 26, 2023
  - Resolution 23-23
  - Planning Commission recommendation
- November 13, 2023
  - Ordinance 23-1468
  - Second extension terminating October 2025



# ANALYSIS

- Advertisement Prohibited
- Recent challenges
  - Need for modernized regulation required



# EXAMPLES





## Begin your booking

Step 1 of 3

### Book with confidence. Guaranteed.

You're covered when you book and pay on Vrbo. [Learn more.](#)

 **Act fast!** Price and availability may change.

 Non-refundable for your trip dates

### Enter contact information

\* required fields

<input type="text" value="First Name *"/>	<input type="text" value="Last Name *"/>
<input type="text" value="Email *"/>	<input data-bbox="1019 1035 1133 1078" type="text" value="+1"/> <input type="text" value="Mobile Phone *"/>



Check In Nov 13	Check Out Nov 21
Guests 2 guests	



CITY OF  
HERMOSA  
BEACH

# EXAMPLES

Overview Amenities Policies Location Host



Earn OneKeyCash each time you stay at a place that feels like home

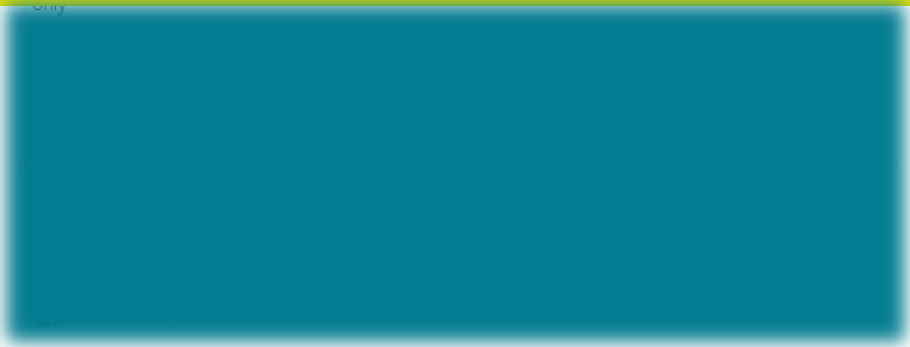
Sunday-Thursday nights from 10/22/23 to 12/21/23. Book now thru 12/11/23.

Mon, Dec 11 → End date

November 2023							December 2023						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4						1	2
5	6	7	8	9	10	11	3	4	5	6	7	8	9
12	13	14	15	16	17	18	10	11	12	13	14	15	16
19	20	21	22	23	24	25	17	18	19	20	21	22	23
26	27	28	29	30			24	25	26	27	28	29	30
							31						

Clear dates Submit

# EXAMPLES



[See all rooms and beds details](#)

ⓘ Add dates for total pricing

📅 Start...    📅 End ...

Travelers  
2 travelers

[Price details](#)

[Check availability](#)

## About this property



[Contact host](#)

# PROPOSED CHANGES

## HBMC 17.04.040 – “Advertisement”

- Modification to clarify regulations

## HBMC 17.42.180 – Short-Term Vacation Rentals

- Clarify cases where advertisement shows conflicting stay timeframes, the shorter stay is binding

# ENVIRONMENTAL DETERMINATION

- California Environmental Quality Act, Section 15061 (b) (3), “Common Sense Exemption”



# PUBLIC NOTICING

- A legal ad was published on November 30, 2023 in the Beach Reporter.
- Posters in public spaces



# RECOMMENDED ACTION:

Planning Commission recommends City Council:

1. Introduce by title only and waive first reading of an ordinance, approving ZTA 23-05, thereby amending portions of Title 17 to clarify the City's regulation of advertisement of short-term vacation rentals in all zones and determine that the project is exempt from the California Environmental Quality Act (CEQA); and
2. Direct the City Clerk to publish a summary ordinance.



# THANK YOU!

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