



Tuesday, September 13, 2022
Via Electronic Mail

Hon. Mayor Cerda
and the Members of the City Council
1700 W. 162nd Street, Gardena, CA 90247

RE: Agenda Item 10 (A) – Zone Text Amendment #2-22 (Ordinance No. 1844) Prohibiting Short-term Rentals

Dear Hon. Mayor Cerda and City Council:

The South Bay Association of Realtors® (SBAOR) urges the Council to **reject** adoption of the proposed ordinance to prohibit short-term rentals (STR) at the September 13th Council meeting. We ask that you engage with SBAOR and other key community stakeholders to identify best practices and effective policy solutions that strike a balance between the increasing economic benefits of STRs and the potential impacts.

What SBAOR can offer:

Work with the Mayor and City Council to help identify effective and enforceable STR regulations that both benefit and protect the community.

City can benefit and community be protected:

We encourage the city to do a thorough examination of the benefits and various options related to STR. Other local cities achieve this by some or all of the following: requiring a business license, an annual registry and/or permit (that can be revoked if a certain number of complaints are received on a property), and/or Transient Occupancy Tax (unincorporated Los Angeles County charges 12%). Cities can also institute a series of fines to ensure compliance with regulations.

Regulating STRs is reasonable and benefits everyone:

Rather than outright bans or heavy restrictions, regulating ensures property rights and the well-being of our community are in balance. For instance, we believe in preserving the ability of struggling residents to continue to afford their homes rather than sell to investors. Balancing the benefits to the city, local businesses, homeowners, and all residents are paramount.

Gardena is a growing city. Today, residents want to live, work, and play in cities that have thoughtful, reasonable, and progressive policies. A ban would overshadow this balance and take revenue out.

Stakeholders have not been engaged:

The proposed ordinance is too broad and overreaching. It was drafted without the input and considerations of groups representing the very Gardena residents that would be impacted. The issue of STRs are not new, and other cities have worked to craft workable solutions for all sides, together. We urge the City of Gardena to open dialogue with local stakeholders and implement a reasonable ordinance.

Thank you for your time and consideration. We look forward to working towards solutions. If you have any questions, please contact the SBAOR's Government Affairs Director Julie Tomanpos at Julie@SouthBayAOR.com or (310) 326-3010.

Sincerely,

Jaime Sutachan,
Government Affairs Committee Co-Chair
South Bay Association of REALTORS®