



LA SHORT-TERM RENTAL RESOURCES

The LA County Short-Term Rental Rules Cheat Sheet

Current through 2026, including SB 346 enforcement landscape. Every major LA County city:
what's allowed, what isn't, what changed.

*Compiled by Zoltan Peresztegi, Realtor® & Airbnb host.
Real Brokerage Technologies · DRE# 02248774 · Updated Q2 2026.*

Use this to size up any LA County deal.

If you have a specific property in mind and want help underwriting it, I run a free 20-minute consult. No charge, no obligation, no list-with-me pitch.

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Before you read this: three things that matter

1. SB 346 changed the game.

As of 2026, Airbnb, VRBO, and other STR platforms are legally required to share host data) addresses, nights booked, revenue (with cities upon request. A property that has been quietly operating off the books is now visible to its local code enforcement department. Cities that previously couldn't enforce their own STR ordinances are starting to. Buy with the assumption that any rule on the books will eventually be enforced.

2. "STR-friendly" is not a fixed status.

Cities update their ordinances frequently. Manhattan Beach tightened in 2022, LA City with HSR in 2019, San Diego in 2023. What's permitted today may not be permitted in 2027. Build your underwriting with margin for stricter rules.

3. The biggest financial difference is between primary-residence hosted and non-primary entire unit.

Most California cities allow the first (rent rooms or your home while you're there) with minimal friction. Most cities heavily restrict or prohibit the second (full investor-owned STR with no owner-occupancy). If you're an investor not living onsite, your city list is much narrower than it looks.

The cities

Beverly Hills, Brentwood, Bel Air

Status	Beverly Hills: prohibited; admin fines up to \$5,000/day. Council recently moved toward a 12-month minimum lease floor. Brentwood & Bel Air: governed by City of LA's HSR rules.
Permit	Beverly Hills: not available. Brentwood/Bel Air: per LA HSR.
Primary residence	Required where any STR-like activity allowed.

Don't underwrite Beverly Hills proper as an STR market. Brentwood/Bel Air fall under LA City's HSR limits.

→ **City of Beverly Hills: Short-Term Rentals:** <https://www.beverlyhills.org/278/Short-Term-Rentals>

Burbank, Glendale, San Gabriel Valley cities

Status	Varies widely. Burbank effectively prohibits via zoning omission. Glendale and SGV cities each have their own posture.
Permit	Some yes, some no.

Always check the specific city's STR ordinance and zoning code before writing an offer. Studios, business travel, and family-visitor demand can be strong where allowed.

Culver City

Status	Currently prohibited (no STR ordinance enacted).
Permit	Not available. STRs not listed as permitted use in zoning code.
Annual cap	N/A. Stays under 30 days banned.
Primary residence	N/A.

City Council is expected to revisit STR regulation before the end of 2026. Underwrite as long-term rental only until that changes.

→ **City of Culver City: Short Term Rentals:** <https://www.culvercity.gov/Have-Your-Say/Short-Term-Rentals>



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Hermosa Beach

Status	Pilot program, narrowly allowed.
Permit	Yes. \$1,589 annual fee. Limited to roughly 212 nonconforming residential dwellings in zones C-2, C-3, SPA 7, SPA 8, and SPA 11.
Annual cap	Varies by permit category.
Pilot end	Current pilot program extended through Oct 25, 2027 (Ord. ORD-25-1489, Sept 2025). May be extended again.

TOT is 14%. The pilot has now been extended three times since 2019. Watch SB 346-driven enforcement and any future Council action on renewal.

→ **City of Hermosa Beach: STR program:**

<https://www.hermosabeach.gov/our-government/city-departments/community-development/short-term-vacation-rentals>

Lomita, Carson, Gardena (inland South Bay)

Status	Underregulated to permissive, varies by city.
Permit	Some cities have permits; some have nothing on the books.
Annual cap	Generally not capped where allowed.
Primary residence	Less commonly required.

Lower entry price, lower ADR, more business-travel-driven demand. Always confirm the specific municipal code before targeting a property, these cities can adopt or tighten ordinances quickly.

Long Beach

Status	Permitted with citywide registration program.
Permit	Yes. Two categories: Primary Residence (host's 275+ day primary; un-hosted capped at 90 nights/year) and Non-Primary Residence (any other Long Beach residential property; both hosted and un-hosted allowed).
Annual cap	90 nights/year un-hosted for Primary; no per-year night cap for Non-Primary.
Primary residence	Required for Primary STR; Non-Primary available with its own rules.

Diverse market with port/airport/convention demand. Workable for STR investors who understand the registration categories. Verify current application + renewal fees directly with LBCD; the fee schedule has changed several times.

→ **Long Beach Community Development: STRs:** <https://www.longbeach.gov/lbcd/enforcement/strs/>

Los Angeles (City of)

Status	Restrictive, but functional with permits.
Permit	Yes. Home-Sharing Registration (HSR) for hosted stays; Extended Home-Sharing (EHS) for non-hosted.
Annual cap	120 nights/year for standard HSR. EHS allows more but requires higher fees and additional approvals.
Primary residence	Required. Property must be the host's primary.

Strict enforcement post-SB 346. Hotel TOT (~14%) applies. Most pure investor plays don't pencil here.

→ **LA City Planning: Home-Sharing program:** <https://planning.lacity.gov/project-review/home-sharing>

Manhattan Beach

Status	Heavily restricted in residential zones.
Permit	Permitted only in the Coastal Zone with business license + TOT.
Annual cap	Generally prohibited outside Coastal Zone.
Primary residence	Required where allowed.

TOT is 14% in Coastal Zone STRs. The 2026 FIFA World Cup may bring a temporary expansion. Verify current ordinance status before underwriting.

→ **City of Manhattan Beach: Short-Term Rentals:** <https://www.manhattanbeach.gov/departments/community-development/planning-zoning/short-term-vacation-rentals>

Pasadena

Status	Permitted with restrictions (Ord. 7317).
Permit	Yes. Type 1 (hosted) and Type 2 (unhosted). \$120 permit fee.
Annual cap	Limits apply (often referenced as a 90-day rule). Owner must reside ≥ 9 months/year. TOT + TBID assessment quarterly.
Primary residence	Required.

Steady demand from Rose Bowl, Caltech, Huntington, downtown LA proximity. Surrounding cities (South Pasadena, San Marino, Sierra Madre, Altadena) each have their own rules. Verify city-by-city.

→ **City of Pasadena: STR Regulations:** <https://www.cityofpasadena.net/planning/short-term-rental-regulations/>



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Redondo Beach

Status	Prohibited.
Permit	None available. City does not issue STR permits or licenses.
Annual cap	N/A. Short stays under 30 days banned citywide.
Primary residence	N/A.

Despite being the third South Bay beach city, Redondo currently maintains a strict STR ban. Don't underwrite as an STR market without verifying any future ordinance change.

→ **Redondo Beach: STR not permitted (city PDF):**

<https://cms2.revize.com/revize/redondobeachca/RB%20SHORT%20TERM%20RENTAL%20NOT%20PERMITTED.pdf>

Santa Monica

Status	Most restrictive in the region.
Permit	Yes (Home-Sharing only).
Annual cap	Vacation rentals (entire home, <31 days) prohibited.
Primary residence	Required. Host must be present during stay, true home-sharing only.

Aggressive enforcement; administrative fines start at \$1,000/day/violation and have totaled six figures in some cases. Avoid for investor STR strategies.

→ **Santa Monica STR / Home-Share Ordinance:**

<https://www.smgov.net/Departments/PCD/Permits/Short-Term-Rental-Home-Share-Ordinance/>

Torrance

Status	Permitted citywide, including Coastal Zone. Rules differ by zone.
Permit	Yes (TMC §92.43). \$225 filing fee + STR permit + business license + TOT.
Commercial zones	STRs allowed with or without a host living onsite.
Residential zones	Home-share only. Host must live onsite during the stay.

One of the more permissive South Bay options. Lower ADR than the coastal cities but viable for STR cash flow, especially in commercial zones. Verify current ordinance status before writing an offer.

→ **City of Torrance: Short Term Rentals:**

<https://www.torranceca.gov/our-city/community-development/planning-division/permits-applications/short-term-rentals>

West Hollywood

Status	Very restrictive (home-sharing only).
Permit	Yes. Home-sharing business license required.
Annual cap	Unhosted STRs prohibited in residential areas.
Primary residence	Required. Licensee must reside in unit during the entire stay. \$500,000 liability insurance required.

High ADR potential, but the city has aggressively reduced STR inventory and recently closed enforcement loopholes. Difficult for new investors to enter.

→ **City of West Hollywood: Vacation Rentals:** <https://www.weho.org/city-government/city-departments/community-safety/neighborhood-and-business-safety/code-enforcement/vacation-rentals>



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What "permit required" actually means in practice

For every city above, "permit required" implies:

- A formal application, usually \$200 to \$1,500+ annual fee.
- Proof the property meets safety code: smoke detectors, egress, fire extinguishers.
- Hotel-style Transient Occupancy Tax (TOT) collection and remittance. Rates run 10% to 15% depending on city.
- A 24-hour responsible-party contact requirement.
- Sometimes: HOA approval, neighbor notification, parking compliance.

If a listing advertises STR but is operating without a permit, that property is buying time, not running a sustainable business. Post-SB 346, "buying time" got dramatically shorter.

How to use this cheat sheet when evaluating a property

1. **Identify the city.** Down to specific incorporation, not metro area. "South Bay" is not a city.
2. **Look up the current STR ordinance** on the city's official site (links above). Rules change; this cheat sheet is a starting point, not a substitute for current municipal code.
3. **Determine your category:** primary-residence hosted, primary-residence unhosted, or investor-owned non-primary.
4. **Check permit availability.** Some cities cap total permits or have closed new applications.
5. **Underwrite with the permitted cap.** If a city allows 120 nights/year, model 120 nights, not 365.
6. **Add an enforcement buffer.** Post-SB 346, model occupancy 10% lower than your initial estimate.

Have a specific property in mind?

Book a 20-minute consult. Bring the address, your loan terms, and your assumptions. We'll figure out whether the numbers actually pencil. No pitch at the end, just the math.

Book at sellwithzoli.com/str-investor-resources

Contact & about the author

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