



26-0088_pc_01-25-2026

1 message

City Clerk Council and Public Services <clerk.cps@lacity.org>
To: City Clerk Council and Public Services <clerk.cps@lacity.org>

Mon, Jan 26, 2026 at 4:34 PM

----- Forwarded message -----

From: David Hanasab <david@jensoncapital.com>

To: clerk.CPS@lacity.org

Cc:

Bcc:

Date: Mon, 26 Jan 2026 06:41:21 +0000 (UTC)

Subject: Support Item 19 to reform Measure ULA

Los Angeles City Clerk,

I'm writing to urge you to vote YES on Item 19 this Tuesday to direct the City Attorney to draft ballot language for a targeted Measure ULA reform measure.

Measure ULA was passed to fund affordable housing and homelessness prevention. I support those goals wholeheartedly, but the evidence is now clear that the measure's flawed design is producing serious unintended consequences. Instead of simply taxing mansions, as ULA was advertised to do, it has stalled multifamily residential construction at a moment when Los Angeles urgently needs more homes.

A targeted set of reforms is the responsible way to protect ULA's purpose while reducing its harm to new housing production. The proposed approach, especially a time-limited exemption for new or substantially rehabilitated multifamily and commercial projects, goes a long way to remove the harsh penalties the measure currently imposes on much-needed investments in new homes and jobs in our city.

Overall, these reforms will ensure that Los Angeles:

- Starts building multifamily homes again by restoring basic economic feasibility for projects already buffeted by tariffs, high interest rates, and labor shortages

- Produces more affordable housing, not less, by allowing mixed-income projects across the city to get built

- Protects funding for its schools and other services by unlocking real estate transactions that reset property tax assessments

- Preserves ULA's core goals and nearly all of its revenues by focusing relief on productive investment in our city while continuing to tax windfall gains

Leadership means doing what's right, not what's comfortable. If we want Measure ULA to endure and succeed, we have to be willing to acknowledge and fix its obvious flaws and make the policy work as intended.

Please vote YES on Tuesday to advance these commonsense reforms.

David Hanasab
david@jensoncapital.com

Los Angeles, California 90035

----- Forwarded message -----

From: Michael Wilson <mwilson@cgiplus.com>
To: clerk.CPS@lacity.org
Cc:
Bcc:
Date: Mon, 26 Jan 2026 06:28:30 +0000 (UTC)
Subject: Support Item 19 to reform Measure ULA

Los Angeles City Clerk,

I'm writing to urge you to vote YES on Item 19 this Tuesday to direct the City Attorney to draft ballot language for a targeted Measure ULA reform measure.

Measure ULA was passed to fund affordable housing and homelessness prevention. I support those goals wholeheartedly, but the evidence is now clear that the measure's flawed design is producing serious unintended consequences. Instead of simply taxing mansions, as ULA was advertised to do, it has stalled multifamily residential construction at a moment when Los Angeles urgently needs more homes.

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Michael Wilson
mwilson@cgiplus.com

Encino, California 91436

----- Forwarded message -----

From: Daniel Pourbaba <info@categorycompany.com>

To: clerk.CPS@lacity.org

Cc:

Bcc:

Date: Mon, 26 Jan 2026 05:16:15 +0000 (UTC)

Subject: Support Item 19 to reform Measure ULA

Los Angeles City Clerk,

I'm writing to urge you to vote YES on Item 19 this Tuesday to direct the City Attorney to draft ballot language for a targeted Measure ULA reform measure.

Measure ULA was passed to fund affordable housing and homelessness prevention. I support those goals wholeheartedly, but the evidence is now clear that the measure's flawed design is producing serious unintended consequences. Instead of simply taxing mansions, as ULA was advertised to do, it has stalled multifamily residential construction at a moment when Los Angeles urgently needs more homes.

Our firm has been an active builder and long-term owner of multifamily housing in Los Angeles for many years, delivering both market-rate and affordable homes that are well-designed, well-maintained, and deeply valued by residents.

Since the implementation of Measure ULA, we have been forced to pause or abandon otherwise viable multifamily development plans. This is not a matter of preference or politics—it is a matter of basic project feasibility.

Multifamily development is financed through institutional lenders and equity partners who underwrite projects based on predictable exit values and clear capital stacks. Measure ULA introduces a material, uncapped transfer tax at precisely the point where projects refinance, recapitalize, or are sold—events that are essential to repaying construction loans and attracting

equity in the first place. In today's environment of elevated interest rates, rising construction costs, and already-thin margins, this additional tax makes many projects impossible to finance.

In practical terms, Measure ULA is not a "mansion tax" as applied to multifamily housing. It functions as a penalty on the creation of new rental homes, including projects that contain affordable units, by deterring the very capital required to build them. Lenders and equity partners increasingly view Los Angeles as uninvestable relative to peer markets, and capital is mobile—it is simply going elsewhere.

If the City's goal is to increase housing production, stabilize rents, and expand affordability, Measure ULA must be reformed as it relates to multifamily development. Without reform, the policy will continue to suppress new supply, exacerbate housing shortages, and undermine the City's own housing objectives.

We urge the Council to engage directly with housing producers, lenders, and institutional investors to craft a framework that funds public priorities without freezing the private capital required to actually build housing.

Daniel Pourbaba
info@categorycompany.com

West Hollywood, California 90069

----- Forwarded message -----

From: bailey berro <bailey+ula@baileyberro.com>

To: clerk.CPS@lacity.org

Cc:

Bcc:

Date: Mon, 26 Jan 2026 05:51:13 +0000 (UTC)

Subject: Support Item 19 to reform Measure ULA

Los Angeles City Clerk,

I'm writing to urge you to vote YES on Item 19 this Tuesday to direct the City Attorney to draft ballot language for a targeted Measure ULA reform measure.

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Please vote YES on Tuesday to advance these commonsense reforms.

bailey berro

bailey+ula@baileyberro.com

Los Angeles, California 90048

----- Forwarded message -----

From: george garikian <ggarikian@calcarwash.com>

To: clerk.CPS@lacity.org

Cc:

Bcc:

Date: Mon, 26 Jan 2026 05:11:14 +0000 (UTC)

Subject: Support Item 19 to reform Measure ULA

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Please vote YES on Tuesday to advance these commonsense reforms.

george garikian
ggarikian@calcarwash.com

Manhattan Beach, California 90266

----- Forwarded message -----

From: roberto sheinberg <roberto@arq-y-di.com>

To: clerk.CPS@lacity.org

Cc:

Bcc:

Date: Sun, 25 Jan 2026 18:03:53 +0000 (UTC)

Subject: Support Item 19 to reform Measure ULA

Los Angeles City Clerk,

As an Architect in the frontlines of addressing our unhoused neighbors needs in the affordable, supportive and emergency housing field for over 20 years, I'm writing to urge you to vote YES on Item 19 this Tuesday to direct the City Attorney to draft ballot language for a targeted Measure ULA reform measure.

Measure ULA was passed to fund affordable housing and homelessness prevention - a critical funding measure to support our collective work as Angelenos. I support those goals wholeheartedly, but the evidence is now clear that the measure's flawed design is producing serious unintended consequences. Instead of simply taxing mansions, as ULA was advertised to do, it has stalled multifamily residential construction at a moment when Los Angeles urgently needs more homes.

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roberto sheinberg
roberto@arq-y-di.com

Los Angeles, California 90029

----- Forwarded message -----

From: David Orr David Orr <david.orr@orrpartners.com>

To: clerk.CPS@lacity.org

Cc:

Bcc:

Date: Sun, 25 Jan 2026 16:46:06 +0000 (UTC)

Subject: Support Item 19 to reform Measure ULA

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Please vote YES on Tuesday to advance these commonsense reforms.

David Orr David Orr
david.orr@orrpartners.com

Great Falls, Virginia 22066

----- Forwarded message -----
From: Michael W Evans <mikerain@earthlink.net>
To: clerk.CPS@lacity.org
Cc:
Bcc:
Date: Sun, 25 Jan 2026 09:09:11 +0000 (UTC)
Subject: Support Item 19 to reform Measure ULA

Los Angeles City Clerk,

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Michael W Evans

mikerain@earthlink.net

Los Angeles, 90034

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