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

26-0088_pc_05-27-2026

1 message

City Clerk Council and Public Services <clerk.cps@lacity.org> Wed, Jun 3, 2026 at 10:56 AM
To: City Clerk Council and Public Services <clerk.cps@lacity.org>

---------- Forwarded message ----------
From: Stuart ORear <noreply@adv.actionnetwork.org>
To: clerk.CPS@lacity.org
Cc:
Bcc:
Date: Wed, 27 May 2026 23:42:14 +0000 (UTC)
Subject: Repeal Measure ULA

Los Angeles City Clerk,

I am writing to urge you to repeal Measure ULA altogether. As you know, it applies to commercial apartment buildings making it more expensive to build new housing and allow older properties that need code compliance, renovation, and repairs to not transact, thereby shortening the overall housing supply.

ULA's problems are well documented by independent academic research. It taxes newly-built apartment buildings the same as decades-old investment properties, discouraging the construction of homes LA desperately needs. And it has cratered high-value property transactions — by roughly 50% compared to the rest of the county — pushing investment outside the city limits and significantly shrinking the city's property tax base.

Thank you for your time and service to our city.

Stuart ORear
stuartorear@gmail.com

Encino, California 91316

---------- Forwarded message ----------
From: Ryan Ogulnick <ryan@vineyardsdc.com>
To: clerk.CPS@lacity.org
Cc:
Bcc:
Date: Thu, 28 May 2026 00:03:56 +0000 (UTC)

Subject: How to Fix Measure ULA

Los Angeles City Clerk,

I am writing to urge you to advance well-designed reforms to Measure ULA that fix its obvious flaws while preserving revenues for affordable housing and tenant protections.

ULA's problems are well documented by independent academic research. It taxes newly-built apartment buildings the same as decades-old investment properties, discouraging the construction of homes LA desperately needs. And it has cratered high-value property transactions — by roughly 50% compared to the rest of the county — pushing investment outside the city limits and significantly shrinking the city's property tax base.

The good news is these flaws are fixable. Reforms should include the six changes advanced by the Mend it, Don't End it Coalition:

1. 15-year exemption — Exempt newly built multifamily and commercial properties from the tax for 15 years following Certificate of Occupancy to get residential homebuilding and commercial investment back on track.

2. Rate cap after year 15 — Cap ULA at 1–2% on non-single-family properties to restore transaction liquidity and the city's property tax base.

3. Wildfire relief — Provide a time-limited exemption for 2025 wildfire survivors and future disaster victims.

4. Streamline financing — Remove subordination and foreclosure rules that block affordable housing project financing.

5. Performance and governance — Establish clear targets, transparent reporting, and conflict-of-interest rules so the public can hold the program accountable.

6. Issue bonds to build faster — Leverage future ULA revenues to put capital for housing construction to work now rather than incrementally over years.

This moment is an opportunity to exercise true courage and leadership by delivering on Measure ULA's original promise for a more affordable LA. I urge you to take it.

Thank you for your time and service to our city.

Ryan Ogulnick
ryan@vineyardsdc.com

Los Angeles, California 90049

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

From: Vena Theus <noreply@adv.actionnetwork.org>
To: clerk.CPS@lacity.org
Cc:
Bcc:
Date: Wed, 27 May 2026 21:36:28 +0000 (UTC)
Subject: Fix Measure ULA

Los Angeles City Clerk,

I am writing to urge the City Council to advance meaningful reforms to Measure ULA — reforms that fix what is broken while preserving what voters intended.

The evidence is clear that the measure as written is causing serious harm in three ways, and the committee has an opportunity to fix all three before they get worse.

1. It is blocking the construction of new homes — including affordable ones.

Measure ULA taxes the sale of newly built apartment buildings the same way it taxes windfall profits from properties that have sat untouched for decades. That is a mistake that punishes homebuilders at a moment when we desperately need more housing. Research shows that the measure is causing an estimated 1,900 fewer new apartments to be permitted in LA every year as a result, including at least 168 fewer affordable homes annually — more than ULA's revenues from taxing new construction can replace.

The fix is straightforward: exempt newly built homes and commercial buildings from the tax for the first 15 to 20 years following Certificate of Occupancy. This would remove the penalty on new construction while having only a modest impact on overall revenues.

2. It is driving investment out of Los Angeles.

Since Measure ULA took effect, sales of high-value properties in the City of Los Angeles have fallen roughly 50 percent above and beyond the drop experienced in the rest of the county. Every city countywide faces the same high interest rates and construction costs — this yawning gap between the City of LA and its neighbors is a direct result of the tax. Investors and developers who have the choice are simply moving outside the city limits, leading to less investment in new homes, jobs, and businesses in LA.

Lowering the overall tax rate imposed upon non-single-family properties — apartment buildings, commercial properties, and mixed-use developments — would reduce this market distortion and keep investment in Los Angeles.

3. It is costing the public more than it raises.

Every time a property sells, it gets reassessed at its new market value — and that means more property tax revenue for the City, the County, and our public schools. When Measure ULA discourages sales, it also prevents those reassessments from happening. The result is a smaller property tax base for everyone.

Research from Harvard estimates that for every dollar Measure ULA raises, the region loses between 63 cents and $1.38 in property tax revenue. In other words, the measure could well be destroying more public revenue than it creates — a bad deal for a city that is facing a structural budget deficit and a school district that is struggling to keep class sizes small and pay teachers a living wage.

Fortunately, these flaws within ULA are fixable. This subcommittee has the power to put forward a better-designed measure for the November ballot — one that mitigates damage to our property tax base and supports rather than undermines the construction of desperately needed new homes.

I urge you to move forward with meaningful reform. Thank you for your time and your service to our city.

Vena Theus
venatheus@gmail.com

Hawthorne, California 90250

---------- Forwarded message ----------
From: Kacy Keys <kkeys@praxisdevgroup.com>
To: clerk.CPS@lacity.org
Cc:
Bcc:
Date: Wed, 27 May 2026 22:31:03 +0000 (UTC)
Subject: How to Fix Measure ULA

Los Angeles City Clerk,

I am writing to urge you to advance well-designed reforms to Measure ULA that fix its obvious flaws while preserving revenues for affordable housing and tenant protections.

We are community developers. We work with families, churches and others to preserve local equity while building housing. ULA is putting us out of business, and deterring capital from investing in any future projects. Los Angeles has a deficit of over one million units of housing; without reform, there will be no new housing!

ULA's problems are well documented by independent academic research. It taxes newly-built apartment buildings the same as decades-old investment properties, discouraging the construction of homes LA desperately needs. And it has cratered high-value property transactions — by roughly 50% compared to the rest of the county — pushing investment outside the city limits and significantly shrinking the city's property tax base.

The good news is these flaws are fixable. Reforms should include the six changes advanced by the Mend it, Don't End it Coalition:

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5. Performance and governance — Establish clear targets, transparent reporting, and conflict-of-interest rules so the public can hold the program accountable.

6. Issue bonds to build faster — Leverage future ULA revenues to put capital for housing construction to work now rather than incrementally over years.

This moment is an opportunity to exercise true courage and leadership by delivering on Measure ULA's original promise for a more affordable LA. I urge you to take it.

Thank you for your time and service to our city.

Kacy Keys
kkeys@praxisdevgroup.com

Los Angeles, California 90019

---------- Forwarded message ----------
From: Victoria Gomez <victoria@housingactioncoalition.org>
To: clerk.CPS@lacity.org
Cc:
Bcc:
Date: Wed, 27 May 2026 20:56:04 +0000 (UTC)
Subject: Fix Measure ULA

Los Angeles City Clerk,

I am writing to urge the City Council to advance meaningful reforms to Measure ULA — reforms that fix what is broken while preserving what voters intended.

The evidence is clear that the measure as written is causing serious harm in three ways, and the committee has an opportunity to fix all three before they get worse.

1. It is blocking the construction of new homes — including affordable ones.

Measure ULA taxes the sale of newly built apartment buildings the same way it taxes windfall profits from properties that have sat untouched for decades. That is a mistake that punishes homebuilders at a moment when we desperately need more housing. Research shows that the measure is causing an estimated 1,900 fewer new apartments to be permitted in LA every year as a result, including at least 168 fewer affordable homes annually — more than ULA's revenues from taxing new construction can replace.

The fix is straightforward: exempt newly built homes and commercial buildings from the tax for the first 15 to 20 years following Certificate of Occupancy. This would remove the penalty on new construction while having only a modest impact on overall revenues.

2. It is driving investment out of Los Angeles.

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Lowering the overall tax rate imposed upon non-single-family properties — apartment buildings, commercial properties, and mixed-use developments — would reduce this market distortion and keep investment in Los Angeles.

3. It is costing the public more than it raises.

Every time a property sells, it gets reassessed at its new market value — and that means more property tax revenue for the City, the County, and our public schools. When Measure ULA discourages sales, it also prevents those reassessments from happening. The result is a smaller property tax base for everyone.

Research from Harvard estimates that for every dollar Measure ULA raises, the region loses between 63 cents and $1.38 in property tax revenue. In other words, the measure could well be destroying more public revenue than it creates — a bad deal for a city that is facing a structural budget deficit and a school district that is struggling to keep class sizes small and pay teachers a living wage.

Fortunately, these flaws within ULA are fixable. This subcommittee has the power to put forward a better-designed measure for the November ballot — one that mitigates damage to our property tax base and supports rather than undermines the construction of desperately needed new homes.

I urge you to move forward with meaningful reform. Thank you for your time and your service to our city.

Victoria Gomez
victoria@housingactioncoalition.org

Los Angeles, California 90063

---------- Forwarded message ----------
From: Jake Price <admin@housingactioncoalition.org>
To: clerk.CPS@lacity.org
Cc:
Bcc:
Date: Wed, 27 May 2026 20:45:00 +0000 (UTC)
Subject: Fix Measure ULA

Los Angeles City Clerk,

I am writing to urge the City Council to advance meaningful reforms to Measure ULA — reforms that fix what is broken while preserving what voters intended.

The evidence is clear that the measure as written is causing serious harm in three ways, and the committee has an opportunity to fix all three before they get worse.

1. It is blocking the construction of new homes — including affordable ones.

Measure ULA taxes the sale of newly built apartment buildings the same way it taxes windfall profits from properties that have sat untouched for decades. That is a mistake that punishes homebuilders at a moment when we desperately need more housing. Research shows that the measure is causing an estimated 1,900 fewer new apartments to be permitted in LA every year as a result, including at least 168 fewer affordable homes annually — more than ULA's revenues from taxing new construction can replace.

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Fortunately, these flaws within ULA are fixable. This subcommittee has the power to put forward a better-designed measure for the November ballot — one that mitigates damage to our property tax base and supports rather than undermines the construction of desperately needed new homes.

I urge you to move forward with meaningful reform. Thank you for your time and your service to our city.

Jake Price
admin@housingactioncoalition.org

San Francisco, California 94103

---------- Forwarded message ----------
From: Office of the City Clerk <cityclerk@lacity.org>
To: City Clerk Council and Public Services <clerk.cps@lacity.org>
Cc:
Bcc:
Date: Wed, 27 May 2026 08:01:37 -0700
Subject: Fwd: Support for reform to Measure ULA

---------- Forwarded message ---------
From: **Sandra Madera** <smadera76@everyactioncustom.com>
Date: Wed, May 27, 2026 at 7:59 AM
Subject: Support for reform to Measure ULA
To: <CityClerk@lacity.org>

Dear LA City Clerk (manual),

I stand with Abundant Housing LA in calling on Ad Hoc Committee on Measure ULA to advance critical reforms to Measure ULA to ensure that the City of LA can build critically needed new housing units while ensuring the measure's continued success.

Measure ULA, which Abundant Housing LA endorsed in 2022, is a vitally important tool raising substantial funds for both homeless prevention and the production of affordable housing. Unfortunately, the design has had serious unintended consequences that have blunted its effectiveness in addressing LA’s severe housing crisis. Although the measure was framed as a mansion tax, the policy’s structure also taxes desperately needed multifamily housing, and the impact of this feature has been more profound than supporters had imagined. Research from UCLA and the RAND Corporation presents clear evidence that ULA has decreased multifamily housing production in LA, including deed-restricted affordable housing units delivered as part of privately financed mixed income projects.

The unintended consequences of ULA on the multifamily and commercial sectors threaten not only the measure’s effectiveness but also its very existence, with a draconian statewide ballot measure looming. Happily, we have the opportunity to make essential fixes to Measure ULA which would reduce the impact on beneficial multifamily and commercial projects while retaining the majority of ULA revenue. Specifically, we call on the Committee to:

1) Exempt new multifamily and non-residential properties from the tax for a determined period of time
2) Cap the maximum tax rate on multifamily and non-residential properties

Thank you for your consideration, and we hope that you will support these critical reforms that will lead to more housing abundance and affordability in the City of Los Angeles.

Sincerely,
Sandra Madera
Los Angeles, CA 90026-4354
smadera76@gmail.com

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7 attachments

Repeal Measure ULA.eml
11K

How to Fix Measure ULA.eml
12K

Fix Measure ULA.eml
14K

How to Fix Measure ULA.eml
13K

Fix Measure ULA.eml
14K

Fix Measure ULA.eml
14K

Fwd: Support for reform to Measure ULA.eml
13K