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# YES ON ULA: LET'S TURN MULTI-MILLION-DOLLAR REAL ESTATE SALES INTO LOWER HOMELESS COUNT NUMBERS

**As L.A. braces for the 2022 Homeless Count results, Yes on ULA shows how marquee tower sale could have helped seniors stay housed, prevent homelessness**

**PHOTOS AVAILABLE**

**Full coverage available via Stringer News, contact [tony@oceanmo.com](mailto:tony@oceanmo.com) for details**

LOS ANGELES, CA — With only hours before the release of the 2022 Greater Los Angeles Homeless Count census results, the experts and homelessness service providers who wrote Measure ULA gathered beneath L.A.'s iconic U.S. Bank Tower to illustrate how the measure would use the biggest marquee real estate sales in Los Angeles to fund protections and homes for seniors, people with disabilities, and others experiencing or at risk of homelessness.

“Tomorrow we’re going to learn how many thousands of Angelenos still live on our streets, and the most important thing to keep in mind is that we are not helpless,” said Joe Donlin of Strategic Actions for a Just Economy (SAJE). “If we vote YES ON ULA, the high end of the real estate market will support the people who need help the most — through a ballot measure written by housing experts and homeless service providers.”

The U.S. Bank tower was last sold in September 2020 for a price of \$430,000,000. If such a sale were to occur after the passage of Measure ULA, it would generate \$23,650,000 — a sum that would fund the construction of more than 170 units of supportive housing or provide 6 months of rental assistance to nearly 3,000 households.

More mega-sales are to come, of course. In the heart of Hollywood, 1601 Vine has been offered for sale, with an estimated value approaching [\\$90 million](#). Under Measure ULA, a sale of that scale would generate \$1.8 million for acquisition of housing, direct payments to people at risk of homelessness, or tenant defense services.

Westfield Properties, a division of international conglomerate Uniball-Rodamco-Westfield, has announced its intention to sell its Los Angeles properties in the coming years. Using the reported \$363/sq.ft. sale price of its Santa Anita mall, Measure ULA researchers estimate that its Topanga and Century City malls, if sold as planned, would generate a combined \$69 million that could purchase hotels and motels for use as housing for people experiencing homelessness or prevent homelessness for seniors at risk of eviction. Notably, Westfield is the largest single contributor on record to the campaign opposing Measure ULA.

“All of us in Los Angeles, and all the parts of the city, are connected to one another, whether we want to admit that to ourselves or not — the Financial District and Skid Row, Bel Air and Boyle Heights, the wealthy and poor,” said **Father Justin Claravall**, Assistant Pastor of Dolores Mission Catholic Church in Boyle Heights. “YES ON ULA holds millionaires, billionaires, and corporations accountable to the care of our most vulnerable neighbors to whom they are connected—or as the Gospel of Luke puts it, ‘Every one to whom much is given, much will be required.’ With only a small portion of their profits from selling mansions, office towers, and shopping centers, they can help keep seniors in their homes, fund eviction protections, and end homelessness for the many.”

Measure ULA will appear on the City of Los Angeles November 8th general election ballot. Written by housing experts and homeless service providers, it is backed by a coalition comprising not-for-profit neighborhood organizations, homeless service providers, affordable housing builders, labor unions, and community members. The ballot measure is expected to raise an estimated \$900 million per year that can be deployed immediately to reduce homelessness, make housing more affordable, and provide financial aid to low-income seniors, veterans, and people with disabilities.

“The US Bank Tower is less than a mile from Skid Row, and if we live in a society with the wealth for \$430 million office towers, we certainly have the wealth to house and care for our neighbors who live on Skid Row,” said Emerald Wheatley-Johnson of the Los Angeles Community Action Network. “That’s why we’re inviting everyone to be a part of this solution, Measure ULA, which experts have written to address not only homelessness but the root causes of homelessness by preventing vulnerable people like seniors and the disabled from

being pushed out of their homes and onto the streets. We have solutions that work, this is our chance to put resources behind them.”

“We see the devastating impacts of LA’s housing shortage every day, with more people falling into homelessness than our region’s system can house. Measure ULA is our chance to turn that around,” said Jennifer Hark Dietz, CEO of People Assisting the Homeless (PATH). “With COVID-era renter protections phasing out while homelessness is increasingly criminalized, providers like us need even more support to move people into housing sustainably and compassionately. We’re proud to support Measure ULA’s direct cash assistance to low-income seniors, affordable housing construction funds, and legal assistance to help tenants stay in their homes.”

Measure ULA would:

- Invest in innovative solutions that will create housing faster and at a lower cost than what has been tried before
- Provide income assistance to low-income seniors and people with disabilities who are at risk of homelessness, and provide legal aid and outreach services to renters at risk of losing their homes — assisting 475,000 Angelenos each year
- Immediately buy existing and build new affordable housing for 69,000 people (in the first ten years) experiencing homelessness or at risk of homelessness
- Leverage real estate transactions of \$5 million or more so that only millionaires and billionaires pay

It also includes the most robust citizens oversight and transparency in LA City history; the fund would be overseen by a Citizens Committee with specific expertise and lived experience on housing and homelessness & supported by paid staff led by an Inspector General.

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### ***About the United to House LA Coalition***

*Not-for-profit neighborhood organizations, labor unions, and community members who live in Los Angeles have come together, with the assistance of homeless service providers — not politicians — to support a ballot initiative that will ask millionaires and billionaires to pay their fair share to dramatically reduce homelessness and help those at risk of homelessness with tenant protections, assistance for people facing evictions, emergency income assistance to seniors, and housing for veterans and families in need. Our growing coalition ([full list here](#)) includes:*

- *ACLU of Southern California*
- *Dolores Huerta Foundation*
- *Downtown Women's Center*
- *LA CAN*
- *LA County Democratic Party*
- *LA Family Housing*
- *LA/OC Building and Construction Trades Council*

- *Los Angeles County AFL-CIO*
- *PATH*
- *SEIU 2015*
- *Southern California Association of Nonprofit Housing*
- *Sunrise Movement Los Angeles*
- *UNITE HERE Local 11*