



## **ENCINO CHAMBER OF COMMERCE BOARD OF DIRECTORS TAKES ACTION**

The Encino Chamber of Commerce is encouraging its members and voters in the Los Angeles municipal election on March 7<sup>th</sup> to vote NO on Measure S. The Measure as written would be a hindrance to the economic vitality of the city of Los Angeles and would negatively impact businesses in the Encino area.

Measure S would halt development for two years. However, Los Angeles is in desperate need of housing units with estimates that the city is short over already 380,000 units<sup>1</sup>. Per one survey by the American Community Survey, between 1940 and 1990 there were between 150,000 and 250,000 housing units built in Los Angeles every year. However, less than 100,000 on average have built every year since, and projections are the same until 2019, even though the city's population is expected to increase by 500,000 over the next two decades<sup>2</sup>.

Los Angeles has slowly become a majority renters market. The home ownership rate in 2016 was 47.8%, versus 52.3% in 2007<sup>3</sup>. The demand for rental housing has been driving up prices. Los Angeles is already one of the most expensive cities when it comes to renting. The average rent in the city of Los Angeles for a 2 bedroom apartment in January 2011 was \$1,730, while the average rent in December 2016 was \$3,024, a 75% increase in 5 years<sup>4</sup>. The increase in the cost of renting leaves less disposable income and investment dollars. Small businesses rely on the disposable income of their surrounding communities to survive. New small businesses will be less likely to start if renters have less funds to invest.

The Encino Chamber of Commerce believes a strong and thriving business community is essential for the success of all of Los Angeles. Measure S would be a setback for businesses and leave much of the city struggling to survive. We urge our members and voters in the Los Angeles municipal election on March 7<sup>th</sup> to vote NO on Measure S.

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<sup>1</sup> LA Times, Don't Listen to Backers of Measure S. 1/17/2017 <http://www.latimes.com/opinion/livable-city/la-oe-phillips-housing-slump-measure-s-20170117-story.html>

<sup>2</sup> No on Measure S. <http://www.goestoofar.com/facts/why>

<sup>3</sup> LA Curbed. LA Still Has the Lowest Homeownership Rate in the Country. 8/16/16. <http://la.curbed.com/2016/8/18/12540236/los-angeles-lowest-homeownership-rate-affordable-expensive>

<sup>4</sup> Los Angeles Almanac <http://www.laalmanac.com/employment/em12.htm>