

## USC Books Expansive Student Dorm Project

**DEVELOPMENT:** Village complex also will bring retail.

By **DAINA BETH SOLOMON** Staff Reporter

By the time USC students hit the books in the fall, 2,700 of them will be taking up residence in new dorms at USC Village, a cluster of Romanesque Revival buildings set on 15 acres north of campus.

The \$700 million project, the university's

single largest such venture in its 137 years, might encourage developers to take a second look at surrounding neighborhoods that have long been neglected, local real estate professionals said, despite the challenge of assembling development sites in a dense area.

"Any development of this magnitude gets people's attention," said **Jamie Brooks**, a **CBRE** vice president. "This is a neighborhood that since 1992 was historically ignored. It ultimately will drive more jobs, more housing, and more retail."

USC Village is replacing University Village,

an outdoor shopping center built on the site of a former meatpacking plant at Hoover Street and Jefferson Boulevard, according to USC's Master Planning website. Demand for new student housing drove the university's decision to tear it down.

"We have more students living within a one-mile range of campus than ever before," said **Laurie Stone**, USC's associate senior vice president for real estate and asset management. "It has changed dramatically, to where it's much

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RINGO H.W. CHIU/LABJ

**Big Move: Workers at USC Village project.**



**High-End Exhibition:** Knowledge Bennett with one of his artworks at a for-sale home in Bel Air.

RINGO H.W. CHIU/LABJ

## Artists canvass deals at open houses

By **HELEN ZHAO** Staff Reporter

**T**HERE'S more for sale at 1006 Chantilly Road in Bel Air than a \$23 million, seven-bedroom mansion.

Also available for purchase are 16 art pieces adorning the walls, including one Andy Warhol-like painting depicting former President **Barack Obama** as a cowboy and another featuring Marilyn Monroe sporting a Tupac Shakur-style bandana.

The Bel Air spec house is the latest

venue for L.A. artist **Knowledge Bennett** to exhibit his work and pieces by other artists represented by his L.A. agency, **Know Contemporary**. Seeing an opportunity to ride a marketing opportunity that comes with bringing wealthy buyers through high-end homes, real estate agents and developers are increasingly striking up partnerships with artists and gallery owners as an alternative to hiring a traditional art-staging firm and paying an upfront fee.

Art staging has become more important

to agents and developers as they try to draw buyers to their properties – something that has grown tougher due to a huge number of listings available online.

"You have to up your game to compete," said interior designer **James Magni**, partner at **Magni Kalman Design** near Hancock Park.

Meanwhile, artists are searching for new ways to get their artwork seen, especially by

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## Logistics Loses Ground in City

**SHIPPING:** Carson extends moratorium on new operations.

By **HOWARD FINE** Staff Reporter

The city of Carson, a key waystation for goods traveling through the ports of Los Angeles and Long Beach, has backed off aspects of a plan to severely limit logistics operations, though a strict moratorium on many new operations remains.



**Boyle**

The City Council last week voted to extend a 45-day moratorium on logistics and chemical facilities, a measure crafted in response to some residents' rising frustration with truck traffic on or next to residential streets. The moratorium now extends to March.

"The original moratorium was a case of over-reach and was simply untenable," said **George Boyle**, chief executive of **Quik Pick Express**, a

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## Big Bill Ahead

**RETAIL:** 99 Cents Only still struggling to jump-start sales.

By **CAROLINE ANDERSON** Staff Reporter

Five years after its acquisition, **99 Cents Only Stores** is facing a crucial moment as the Commerce-based retailer continues to lose money as debt from the deal comes due next year.

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Industry giants are increasingly offering a hand to startups, seeking to tap their innovations.



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