

Up Front



She's a bikini designer and business owner who employs 10. Oh, and she's 18. **PAGE 3**

News & Analysis



Why high-flying lawyers such as O'Melveny's Bob Siegel are specializing in aviation. **PAGE 5**

Real Estate



Prices are suddenly surging for El Segundo office properties, such as this one. **PAGE 64**

High Costs Home In on Landlords

REAL ESTATE: Seismic retrofits, rent-control caps boost burden.

By **HOWARD FINE** Staff Reporter

It's always been tough being a landlord in rent-controlled Los Angeles. But recent developments threaten to make that much tougher.

Landlords might have to shoulder more of the financial burden of a recently enacted city mandate for seismic retrofits after Gov. **Jerry Brown** earlier this month vetoed tax credits that would have helped them out.

Meanwhile, the city is looking at placing a cap on

the number of rent-controlled units that can be demolished each year, making it harder for landlords to sell their property for redevelopment.

Taken together, these actions have rattled apartment owners and developers.

"This is developing into a perfect storm," said **Carl Lambert**, president of Venice multifamily real estate investment firm **Lambert Investments Inc.** and a board member of the **California Apartment Association**. "It's all very concerning."

The biggest concern of late has been the city's seismic retrofit mandate, which Mayor **Eric Garcetti** signed into law earlier this month. The law requires owners of the city's more than 12,000 wood-frame apartment buildings that sit atop carports to conduct surveys and reinforce the buildings to better withstand

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College Passes On Downtown

By **HANNAH MIET** Staff Reporter

Places like New York and Paris typically come to mind when you hear the word "fashion." Downtown Los Angeles does, too. But the area around Los Angeles International Airport? Not so much.

That's why **Otis College of Art and Design's** decision to move its satellite campus from the downtown Fashion District has many in the industry baffled.

After operating out of the California Market Center at 110 E. Ninth St. for 20 years, Otis will move its fashion program this summer to its five-acre

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White House West: Frank Luntz in his replica of the Oval Office at his home in Brentwood.

PHOTO BY THOMAS WAGNER

Right Words

GOP adviser Frank Luntz's approach to messaging also speaks to businesses

By **MATT PRESSBERG** Staff Reporter

It's a perfect Friday morning in Brentwood, yet **Frank Luntz** is angry. His friend **Kevin McCarthy**, the House majority leader from Bakersfield widely tipped to become the next speaker, has suddenly decided to drop out of contention. While the drama made for cable news fodder, this Fox News fixture is not amused. Luntz answers the front door at his

home while wrapping up what's clearly not a pleasant phone call.

"You're here on a very bad day," he said. "I've been a friend of (McCarthy's) for 22 years. It will be a lifelong disappointment to me that he was unsuccessful."

So what happened?

"He's too nice," Luntz said. "In business, people assume if you're a really nice guy, you're a pushover. In politics, they assume if you're a really nice guy,

you're a liberal. He was too nice for a Republican caucus that wants revenge for **Barack Obama**."

Luntz has never had to worry about being mistaken for a pushover or a liberal. He's a long-time Republican adviser who came to national prominence as a consigliere to former Speaker **Newt Gingrich** and one of the masterminds behind Gingrich's Contract With America, which

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It isn't what you do,
but how you do it.

— John Wooden

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