WHO'S BUILDING L.A.

A Quarterly Look at Who's Building in the City of Angels

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Downtown's new and vibrant open-air, truly urban center
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777 South Aviation Boulevard is located in the rapidly evolving city of El Segundo, a short drive from beach access and adjacent to the Rosecrans Avenue corridor that marks the northern border of Manhattan Beach. After years as home for aviation and defense companies wishing to locate near LAX, El Segundo has matured into a diversified business community appealing to every type of enterprise, and particularly attractive to media, technology, entertainment and other creative firms wishing to locate to LA’s Westside.

The property offers easy access to the 105 and 405, and is a five-minute walk from the Metro Green Line Douglas Street Station. The building was designed in 1968 by Los Angeles’ famous modernist architect, Craig Ellwood, and features an atrium, large, flexible floor plates, and an expansive glass line with floor-to-ceiling windows.

Embarcadero Capital Partners is redeveloping the 12-acre property into a dynamic, creative campus with indoor and outdoor collaboration areas that feature lounge furniture, common area Wi-Fi, and new landscaping. The renovated building will also include a new lobby, fitness center, and creative office build-outs.

**Project Highlights**
- Original building was built in 1968 and designed by famed Los Angeles modernist architect Craig Ellwood.
- Located ¼ mile off the 405 freeway, on Aviation Boulevard just one block north of Rosecrans.
- Three story concrete, steel, and glass building, totaling **318,182 rentable square feet**, with 1,049 parking spaces.
- Amenities include on-site café/deli, stadium seating in atrium, a fitness center, shower and locker rooms, bike rental program, bike storage lockers, furnished outdoor meeting areas with Wi-Fi throughout, fire pits, sculpture gardens, dog run, private patio space for ground floor tenants, indoor-outdoor collaboration areas that feature lounge furniture, common area Wi-Fi, and new landscaping. The renovated building will also include a new lobby, fitness center, and creative office build-outs.
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Located in the heart of Hollywood and situated on the historic Sunset Bronson Studios lot, ICON is Los Angeles’ only ground-up, vertical creative office campus offering unparalleled access to a full-service production facility and studio lot. Hudson Pacific Properties collaborated closely with Gensler on this striking and original development. Some of the building’s many features include: panoramic views from downtown to the ocean, abundant natural light via floor-to-ceiling windows and landscaped terraces with bi-fold doors. Built for today and beyond, ICON offers a high-technology infrastructure and emphasizes adaptability, flexibility and functionality. On-site amenities include electric car charging stations, bike storage, showers and locker rooms.

Fully leased by Netflix and due for completion by the end of 2016, ICON is Class A office space providing the latest technology, fluid community space and sustainable features throughout – as well as the opportunity to become a part of Hollywood’s newly invigorated skyline and media community.

**PROJECT HIGHLIGHTS**

- ICON is part of a highly secure, landmark media and entertainment campus, which includes another Hudson Pacific project: a 90,000 square foot creative office development called “CUE.”
- The 14-story, 333,000 square foot complex includes 1,600 parking spaces with VIP tenant access, state-of-the-art building systems and is expected to achieve LEED gold certification.
- Located one block west of the 101 Freeway and minutes from the Hollywood/Vine LA Metro Red Line station, ICON is centrally located within the West Hollywood – Burbank media corridor.
- ICON provides excellent branding and signage visibility from the 101 freeway with traffic counts of roughly 400,000 cars per day.
Rochelle Atlas Maize, Director of Luxury Estates Division of Nourmand & Associates, is one of the leading real estate agents in the USA, repeatedly recognized as Top Agent in Los Angeles. With over $200 million in sales the last year, Maize represents the finest luxury estates and was recently ranked #43 in the U.S by the Wall Street Journal. She has an extensive client base comprised of those who seek the luxury lifestyle, including heads of industry, celebrities, royalty and foreign investors. In September 2016, Maize’s received the distinguished honor of being named among The Hollywood Reporter’s list of “Hollywood’s Top 25 Real Estate Agents.”

MAIZE’S RECEIVED THE DISTINGUISHED HONOR OF BEING NAMED AMONG THE HOLLYWOOD REPORTER’S LIST OF “HOLLYWOOD’S TOP 25 REAL ESTATE AGENTS.”

Rochelle attributes her success to his vast marketing and advertising strategies, partners, market knowledge, exclusive contact base and true love of luxury sales. She is sought by many developers to sell multi-unit projects. Many developers, architects and designers contact Rochelle prior to construction and upon completion of their projects to take advantage of her long track record of success to insure the design, architecture and plan would appeal to their targeted high end clientele. Rochelle is often featured in various media outlets including The Los Angeles Times, Variety, Hollywood Reporter, Angeleno Magazine and The Wall Street Journal. These media sources often call upon her information and expertise as she has become a go-to resource for current luxury real estate insight.

Rochelle’s focus on luxury properties and estates, her strong work ethic, investment knowledge and trustworthiness make her the perfect fit for this market. “I’m up early in the morning analyzing and looking for properties,” she explains. “I work 24/7 to find my clients the perfect properties for their individual needs.” Her diligence and dedication stand out, making her a one-of-a-kind Realtor.
Wilshire Curson – Newest Addition to Museum Row Renaissance

LACMA set for spectacular make-over

Academy Museum of Motion Pictures
World’s leading movie museum with attached iconic sphere — theatre — opening spring 2018

Petersen Automotive Museum
Re-opened with sleek eye-catching design

LaBrea Tar Pits and Museum
A unique treasure for young and old

Metro Purple Line
On the way

Located on the city’s great boulevard within walking distance of the city’s greatest collection of culture, Wilshire Curson combines an exceptional address with visionary architecture by Jerde.

250,000 square feet in 12 stories make a perfect canvas for a corporate headquarters of several major tenants. The dramatic vaulted entrances open to a grand two-story lobby and to a myriad of shops and restaurants for tenants and Museum Row visitors. The neighboring SAG/AFTRA Plaza offers more convenient dining selections and services.

For leasing information:

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Wilshire Curson – Newest Addition to Museum Row Renaissance

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Builders and Community Developers
THE BLOC

A landmark property at the heart of downtown Los Angeles, upon completion, The Bloc will bring Angelenos together in a vibrant, open-air, truly urban center.

Acquired by The Ratkovich Company with partners National Real Estate Advisors and Blue Vista Capital in June 2013, The Bloc inhabits a full city block and is undergoing $180 million in renovations to provide a curated experience of unique boutiques, premier retailers and restaurants.

Originally built in 1973 by architect Charles Luckman, the development will be the single largest mixed-use property in Los Angeles where consumers can work, sleep, shop and eat.

It is anchored by Macy’s, the Sheraton Los Angeles Downtown Hotel, and a 750,000 square foot luxury office tower. The Bloc will be LEED certified and will be the first Delos WELL Building Project in Los Angeles.
LA is changing. So is the way it gets built.

Focusing on our customers and communities, Skanska creates local jobs and builds the things that will shape LA for the next generation.
New Ways to Build are Driving Efficiency and Value

By JAY WEISBERGER

From a distance, construction always looks the same: machines moving earth and local craft workers safely performing the work they love. As Los Angeles continues its boom, it’s a common sight.

Behind the swinging hammers is a changing industry. Increasingly, project partners—from owners to architects to contractors—are moving away from traditional construction methods. The “lowest bidder wins” model seems to make sense until considering some of the risks.

If designs have been vetted for constructability and permits have been secured, a low-bid can be very successful. For more complex projects, especially when the public is footing the bill, more owners are turning to collaborative “alternative delivery” methods like design-build, construction manager/general contractor (CM/GC), Lean and Integrated Project Delivery. These methods, as well as public-private partnerships, provide more price and schedule certainty to project funders while also establishing collaboration as the path to success.

As a California builder for nearly a century, Skanska believes our communities reap the most benefits when using alternative methods to deliver projects. Better communication among stakeholders means more transparency for our industry. The focus on delivering the best value means more resilient projects and a need to develop new ways to work that help projects get built faster. Innovation creates new ways to put technology to use that can make sites safer, save time and deliver more value for the dollar. Ideally, alternative delivery makes everyone a winner.

**DESIGN-BUILD**

In a traditional low-bid scenario, contractors price their bids against an existing design. In design-build, contractors work directly with architects and designers from the start to develop buildings and infrastructure that best address the needs of the client, the client’s customers and the surrounding community. With their combined experience, contractors and designers can tackle constructability issues before a shovel hits the ground.

Design-build also accelerates the schedule by allowing a significant portion of design to take place prior to permitting and final project approvals, including securing the best prices for construction materials from local suppliers.

Initially, the construction budget may seem higher than the low-bid method. However, the communication and transparency in the design-build process removes many of the uncertainties that can cause low bids to be underestimated. Stakeholders can have peace of mind that the project budget is on target.

**CONSTRUCTION MANAGER-GENERAL CONTRACTOR**

This setup differs from design-build in that an owner selects a designer similar to a traditional delivery. However, the contractor is selected early on in the design process based on a cost-and-schedule certainty prior to construction contract signing.

The owner maintains control of all design and risk-allocations decisions throughout the design process. As it progresses, the design and contractor provide regular input into the dialogue with the owner. The result is cost and schedule certainty for the owner and stakeholders well before the final construction contract is awarded.

**INTEGRATED PROJECT DELIVERY (IPD)**

With integrated project delivery, the design-build process is taken a step further because the owner, designer, contractor and other key project partners all sign the same contract and share the same risks and opportunities. If one partner doesn’t meet expectations, the entire team is affected, which is a major difference from the traditional construction model.

As a result, IPD incentivizes transparency and teamwork, all with a focus on the intended outcome for the project owner. Every effort is made to maximize efficiency at each step of the process.

Often, the IPD partners will share the same office for the life of the project. If something isn’t right, partners can quickly reconcile the situation, eliminating the back-and-forth process of traditional changes and information requests.

**LEAN**

Even if not using design-build or a formal IPD process, making construction more efficient through a formal Lean construction program is becoming more common. From back-office tasks like accounting to prefabrication of building elements, contractors are taking a hard look at “the way things have always been done” and coming up with new methods that pair effectiveness with efficiency. Smartphone apps and other tech tools are leading the way to more efficient construction.

**PUBLIC-PRIVATE PARTNERSHIPS (PPP)**

Another emerging method to deliver projects is the use of public-private partnerships. When funding isn’t available, large contractors can use their resources to design, finance, build, operate and maintain new needed infrastructure. Usually, this comes in the form of tolling or fees. That brings putting of projects that usually become more expensive to build over time. Major infrastructure improvements, such as airport terminals, make good candidates for PPPs.

Since the builder will also own the final project, there is a huge incentive to build as resilient and sustainable a project as possible.

There’s no one-size-fits-all approach, but understanding new delivery methods can help owners, their construction and design partners and the public make the best decisions about what matches their needs from project to project.

Jay Wiesberger is Senior Director, Communications West for Skanska.