WHO'S BUILDING L.A.
A Quarterly Look at Who's Building in the City of Angels

A Next-Generation Office Space Focus

INSIDE THIS SECTION:

BCG
New L.A. office expresses the shared purpose of expanding the "art of the possible"
Page 34

RDC
Local architecture firms make the move to an innovative new home in Long Beach
Page 36

Edmunds.com
One-of-a-kind auto-themed space provides creative atmosphere for 700 employees
Page 41
The consulting firm Boston Consulting Group (BCG) wanted its Los Angeles Office to express the shared purpose of expanding “the art of the possible.” BCG is a worldwide management consulting firm with 88 offices in 48 countries advising more than two-thirds of Fortune 500 companies. It was important that the firm’s workspace reflect its industry stature and be a platform for BCG’s clients and the broader LA community.

In creative partnership with the BCG leadership, Shubin + Donaldson Architects and Sierra Pacific Constructors committed to realizing an unconventional working environment for BCG’s nomadic staff. BCG consultants typically work directly with clients and come together weekly at their penthouse headquarters of the north tower of City National Plaza on the 51st and 52nd floor in downtown Los Angeles. BCG’s space restored and modernized a classic gem of the LA business community, transforming the traditional former ARCO executive offices into a modern space designed for new ways of working and creativity. There are 210 workstations: 130 traditional and 70-80 are “alternative” custom designed, and created in collaboration with the client with Tangram fabricators. There are 24 private offices and 30 meeting rooms clustered on the interior, leaving the perimeter of the space open so that expansive views of the city remain accessible to all.

The company ethos of “unlimited possibilities” is reflected in the uninterrupted 360-degree vistas, amplifying the expansiveness of space. A more intimate mezzanine space was created in the former mechanical penthouse of the 52nd floor where massive structural trusses juxtaposes the more delicate nature of the “hanging garden.”

On their own, each of these programmatic elements could be a challenge, but to have them all thrown at you on one project was a very tall order. The project team, including JLL, Shubin + Donaldson Architects, AMA Consulting Engineers, Nabih Youssef Associates, Oculus Light Studio, Newsom Brown Acoustics and Sierra Pacific Constructors, worked tirelessly to analyze the design elements, manage the budget, and follow through with construction. Success was accomplished because of a very well-functioning and nimble project team that shared the goal to deliver an amazing project for an amazing client.

**PROJECT HIGHLIGHTS**
- 45,000 square foot space
- An average ceiling height of 28 feet, but as high as 58 feet in some locations
- A new 16’ by 20’ skylight on the roof of the building
- An outdoor terrace on the 51st floor
- A 58-foot high, 3-story, interconnecting staircase to connect each of the new floors
When local architecture firms Retail Design Collaborative and Studio One Eleven made the move from a corporate office tower to a new ground-level 34,000 square foot space, community was the center of their focus. Revitalizing and transforming an aging shopping plaza in downtown Long Beach was a challenge that RDC embraced. Pivot Interiors Principal, Ray Stromback said “We were excited to collaborate with RDC, Studio One Eleven and Shooshani Developers on this important revitalization project. As a longtime Southern California resident, partnering on a local community project was extremely rewarding.”

The vision started with an open plan concept. RDC’s big move included giving up private offices and redefining the way they worked. Pivot Interiors was asked to lead a discovery session to guide the space planning and furniture selection. The team defined areas to support collaboration and creativity.

Pivot’s Custom Solutions Team partnered with RDC to design and produce specialized workstations with height-adjustable desks. Other innovative workspaces included idea lounges, collaborative pods, pin-up zones, materials library, and flex offices. Pivot curated an eclectic mix of modern, classic, and industrial style pieces from Herman Miller, Industry West, Fermob, Blueprint, and more.

The move presented a unique opportunity to engage with the community. A flexible open space was created to host events with artists, non-profits, and city officials. Outdoor patios, a hospitality kitchen, and lounge spaces were designed with the community front and center. Local artists were invited to create custom murals in the space. The result is a functional and invigorating environment befitting the firm’s culture and the local community.

Edward Woodill, Pivot’s A&D Director, added “We’re passionate about collaborating with our A&D partners. We thoughtfully sourced products that supported the vision and goals, and we are thrilled with the results.”

Ready to elevate your space? Visit pivotinteriors.com

PROJECT HIGHLIGHTS

- Open plan concept
- Ground-level 34,000 square foot space
- Innovative workspaces included idea lounges, collaborative pods, pin-up zones, materials library, and flex offices.
Edmunds.com
SANTA MONICA

Edmunds.com wanted a newly inventive space, focusing on the 700 person team first and foremost -- a space where they could collaborate, team, create, define, dream, recruit, discuss, focus and ultimately work however and whenever they felt best fit their current assignments. Working with two floors totaling 143,000 square feet, this floor plate, developed in the late ‘80s, was anything but straightforward, with a larger exterior central atrium laying waste to the usable center of the plan. In addition, the 10,000 SF exterior central atrium was completely re-envisioned -- a newly dynamic outdoor space with both larger social and more intimate spaces -- connected to the adjacent interior spaces with over 130 LF of retractable glass doors. Inside the atrium, the multiple 15’ long raised linear planters and gurgling water features all run in parallel lanes, weaving among the embedded LED strip lighting that, like a highway at night, race and change color with a varying choreography.

Developer (Boston Properties), contractor (Corporate Contractors) and architects (M+M Creative Studio and Lewis Schoeplein Architects) truly collaborated to achieve a beautiful and effective result.

The Santa Monica “EdQuarters” is located just two miles from the beach and less than 12 miles from LAX. The office’s custom automotive-themed designs and enviable amenities create a work environment unlike anything else in the area. Highlights of the state-of-the-art space include a 6,000 lb. installation of 1966 and 2016 Corvettes (to commemorate the company’s 50th anniversary) set wheel-to-wheel and rotating above the reception area, and a 32-foot custom stainless steel slide that connects the two floors. The remarkable space also includes a 1948 Cadillac Fleetwood re-purposed into a beer and coffee bar, a 150 sq. ft. outdoor projector screen to accommodate movie nights for employees and their families and two 600+ gallon saltwater fish tanks that are home to 160 fish.

PROJECT HIGHLIGHTS
■ Heart of Santa Monica location
■ 143,000 square feet
■ Complimentary, dynamic outdoor space
■ Design focused on versatile creativity

CBRE knows Los Angeles. Through our industry leading perspectives, scale and local connectivity, we deliver outcomes that drive business and bottom-line performance for every client we serve. Our market-leading offering includes comprehensive services to owners, investors and users of commercial real estate in the region. How can we help transform your real estate into real advantage?

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El Segundo: A Leading Business Location for Creative Office Space

By JASON FINE of JLL and KEVIN MANSFIELD of NSB Associates

For decades following World War II, El Segundo was dominated by the aerospace industry along with light assembly and light manufacturing driven by the United States investment, laying claim to the title of “The Aerospace Capital of the World.” For miles and miles, companies like Douglas Aircraft, Hughes Aircraft, Northrop, Interstate, and North American Aviation (Northrop) filling El Segundo with single story industrial buildings, engineers and veterans. At the height of the aerospace industry, more than 10 million square feet of warehouses, assembly plants and manufacturing facilities dominated the real estate landscape.

That was then, this is now!! Today, nearly all of those industrial buildings have been redeveloped, repositioned or demolished and developed into office space, primarily creative office buildings which now total three million square feet. Ten years ago, it was only a sparse amount of creative conversions sprinkled among the industrial buildings. There were a few smaller “studio” spaces in the Smoky Hollow area but the first large scale, warehouse to creative office conversion in El Segundo was done by sports agent Leonard Armato who was one of the first to take a chance on converting a 50,000 square foot warehouse located at 2221 Park Place into a high profile office building. In 2000, Digital Media Campus leased the entire building as incubator space for sports and entertainment industry start-ups. And so the creative office movement in El Segundo started.

NSB Associates was the first developer that had the vision for El Segundo and believed the same formula that already proved successful in Venice, Santa Monica and Culver City would also apply to El Segundo. They made their first investment immediately adjacent at 2201 Park Place and converted the 40,000 square foot warehouse to creative offices. Now they own and have redeveloped close to one million square feet in El Segundo alone.

In the onset of El Segundo transformation, there was an influx of advertising and media agencies relocating to the area as a low cost alternative to West Los Angeles with gaming companies also following suit following the explosion that industry. The amenity base started to improve with new retail and dining options along Sepulveda Boulevard that extended beyond the Rosecrans Corridor.

During the past five years, there has been a steady undercurrent of demand coming from start-ups and venture capital firms who have executives living in nearby beach cities. Manhattan Beach continues to be an enclave for C-Suite executives and venture capitalists, and they prefer to have their companies much closer to their homes so they don’t have to drive 60 minutes to the other creative office areas. Even Westside CEOs see that being in El Segundo allows them to attract and keep talent, since there are lots of different price point housing options for living in El Segundo, Manhattan, Hermosa and Redondo Beach. Plus, Playa Vista is only 5-10 minutes away, and Venice and Santa Monica are 15-20 minutes away.

As businesses slowly saw the benefit of doing business in El Segundo, developers and their projects evolved. In the early adoption we saw tilt up walls with high exposed ceilings and tons of parking. Now there are bigger developers acquiring multiple buildings and developing a campus environment. Firms like NSB Associates, Tushman, Rockwood and Embarcadero are redeveloping 200,000 square foot plus creative office campuses and incorporating amenities that create an environment where employees want to work, collaborate and grow. For example, to satisfy the future-focused work space demands of emerging and established innovation firms, NSB Associates is developing Ascend, a stand-alone, 80,000-square-foot creative office building designed by legendary architect Frank Gehry. Located at the Utah Avenue Campus in El Segundo, Ascend allows NSB Associates to deliver a highly customizable, inspiring creative workplace to tenants, featuring 24-foot clear-height ceilings.
large glass panel walls, illuminating skylights, and 16,000 square feet of private outdoor patio space for collaboration. The building sits on a podium over a covered parking structure. Ascend is ideally located steps away from the LA Metro Green Line and minutes from LAX. Utah Avenue Campus is a 12 acre site that NSB has been developing for the past five years.

Developers and investors aren’t alone in creating a business destination in El Segundo. The city of El Segundo is one of the most business friendly municipalities, helping companies to streamline and expedite processes that foster and encourage growth. Collectively, El Segundo is now home to the second most Fortune 500 companies in California. A key competitive advantage of doing business in El Segundo is that there is no gross sales receipt tax, which can be 10x savings from doing business in other cities in Los Angeles. Other advantages include offering real estate at premier lease rates, with abundant parking, and optimal location with convenient access to Los Angeles International Airport and major freeways, bringing commuters from as far as San Fernando Valley, Central Los Angeles and Orange County.

NSB Associates, Inc. is a real estate development and investment firm founded in 1968 that has built a diversified portfolio of quality assets generally located in Southern California. For more information, please visit www.nsbinc.com

For more information about creative office space in the South Bay, please contact Jason Fine at (424) 294-3431 or via Jason.fine@am.jll.com

For more information about Ascend, please visit www.ascendelsegundo.com

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The Metamorphosis of Downtown LA: Local Expertise, Global Reach Transform Buildings and a Neighborhood

By CBRE’s L.A. Urban Investment Group

During the past 18 months, the increasing migration of companies from Los Angeles’ Westside as well as Northern California has put a bright spotlight on LA’s downtown core. Businesses have been attracted by the creative office space, irreplaceable charm and historic and gritty flare in the Arts District, Historic Center, and South Park. Established and budding tech and media tenants alike have shown an ever-increasing level of interest, taking advantage of the relatively lower lease rates and better inventory the area generally offers.

This evolution has meant a significant departure from downtown’s traditional tenant mix, which consisted largely of financial, legal, and accounting firms.

Attracted by the area’s improving amenities and easy access to public transportation – since 1999, downtown has received more than $7.3 billion in residential, $1.2 billion in arts & entertainment, and $2.6 billion in civic and institutional investments – exciting modern-day companies such as Warner Music, HauteLook, HyperLoop, K-Swiss, Soylent, Uber Technologies, Magnopus and most recently Honey Inc. have moved in. Approximately 2.86 million square feet of non-conventional space across 11 buildings in Downtown Los Angeles is currently being converted into office to cater to this rising demand, according to CBRE research.

Playing an important part in the metamorphosis of Downtown, CBRE’s Urban Investment Group – consisting of Phillip Sample, Chris Caras, Michael Shustak, Brandon Bank and Cy Hopkins – has been setting pricing records in the area for high-rise office, converted iconic structures and the sale and development of land.

Just last year, the team facilitated the disposition of Chase Plaza on Figueroa Street, reaching deep into the foreign buyers’ pool. Leveraging CBRE’s vast global network in such countries as China and Korea, the team was able to showcase its global platform and marketing expertise. The disposition of the 8.5-acre Holy Hill Community Church site at 1111 W. Sunset Blvd. to Palisades Capital Partners, highlighted the group’s expertise and vision in selling developable land. The team’s continuing role in the 1.1 million square-foot reimagined Broadway Trade Center, one of the biggest projects in downtown, has showcased their know-how in the adaptive reuse arena and CBRE’s immense platform of services, including Retail Science and Workplace Strategy.

The latter has played an integral part in helping turn neglected properties in long-overlooked neighborhoods such as downtown into attractive, modern-day environments for forward-thinking employers focused on optimizing productivity and retaining top talent. One-of-a-kind interiors and unique functional layouts help tell a story and reflect a firm’s culture. CBRE has been applying this concept to more than 30 of its own offices worldwide, starting with its Downtown LA headquarters, which opened in a converted law library in 2013. According to CBRE’s 2017 America’s Occupier Survey research, 86 percent of businesses were re-inventing or adapting their workplace standards, 64 percent were focusing on amenities and services, and 55 percent said talent attraction and retention were the drivers of their approach to workplace strategy.

The emphasis on workplace strategy along with the evolution of once-obsolete neighborhoods has helped create a significant amount of interest and opportunity in some of the most dynamic submarkets in Southern California. CBRE’s in-depth regional and local knowledge coupled with its global reach, workplace strategy expertise and access to professionals across a wide variety of specialties will continue to make the firm’s Los Angeles Urban Group the preeminent expert in telling the story of the LA core in the months and years to come.

To discuss office investment and leasing opportunities in Downtown and the Greater Los Angeles area, contact CBRE’s Urban Investment Group’s Phillip Sample at (213) 613-3801 or phillip.sample@cbre.com

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SUCCESS THROUGH TEAMWORK
A Look at the C3 Creative Office Campus: An Example of What’s Next

By DAVID SAETA and ROB FUELLING

The C3 (Culver City Creative) creative office campus located at 5800 Bristol Parkway in Culver City will be completed next month. It is a classic development story that starts with acquiring 3.3 acres of entitled land in 2007, withstanding the 2008 Financial Crisis and realizing the changing demands of tenants leasing interests. In 2014, as the office market began to improve, we challenged ourselves to capture the momentum of the “creative office” movement. As we surveyed the demand for office space in Southern California it was obvious to us, and the market data supported our belief, that progressive tenants were intent on creating an informal environment to better support their existing employees and to attract new employees in an increasingly competitive arms race for talent. As the office market continued its recovery the positive absorption of office space was found in urban high rise residential environments. In 2014, as the office market began to improve, the leasing activity and tenant’s interest in C3 has been positive. Tour activity has been brisk and new creative tenants moving to the area no longer befits a “traditional” office building as defined by a multi-story high or low rise structure with a typical 33,000 square foot floor plate to over 48,000 square feet. All seven floors have 4,000 square feet of private and programmable balconies accessible through sliding glass doors. Six of the floors have their own private entries – accessible by two sky bridges and external stair that connect directly to C3’s 3,510,000 parking structure. A suite of outdoor rooms including a Kitchen (BBQs, tables and chairs for outdoor dining), Den (fire pit with casual seating), Backyard (bocce ball courts with ipe decking), Office (tables and chairs for meetings), Living Room (amphitheater for all-staff) and a Dog Park provides nearly an acre of outdoor space to complement C3’s indoor environment.

C3 is being built to LEED Gold standards and includes highly innovative features including photovoltaic windows on the Southern façade that generate electricity for the building and reduces glare. A sophisticated VRF HVAC system gives each tenant control over its own space without the need for large air handlers or a cooling tower. The system uses smaller ducts, is quieter and uses 25% less energy than conventional HVAC systems. Working closely with a Gensler design team headed by Olivier Sommerhalder and Peter Bonsak, we made a list of the 10 most important design attributes to cutting-edge technology, entertainment and media companies focused on attracting and retaining talent – and included all of these attributes at C3.

Floor heights range from 13 to 25 feet with floor-to-ceiling glass provide a dramatic volume of open space with an abundance of natural light. Four of the seven floors at C3 have lofts growing the typical 33,000 square foot floor plate to over 40,000 square feet. All seven floors have 8,000 square feet of private and programmable balconies accessible through sliding glass doors. Six of the floors have their own private entries – accessible by two sky bridges and external stair that connect directly to C3’s 3,510,000 parking structure. A suite of outdoor rooms including a Kitchen (BBQs, tables and chairs for outdoor dining), Den (fire pit with casual seating), Backyard (bocce ball courts with ipe decking), Office (tables and chairs for meetings), Living Room (amphitheater for all-staff) and a Dog Park provides nearly an acre of outdoor space to complement C3’s indoor environment. C3 is being built to LEED Gold standards and includes highly innovative features including photovoltaic windows on the Southern façade that generate electricity for the building and reduces glare. A sophisticated VRF HVAC system gives each tenant control over its own space without the need for large air handlers or a cooling tower. The system uses smaller ducts, is quieter and uses 25% less energy than conventional HVAC systems. Working closely with our marketing partners, Carl Muhslein and Harley Blickley of JLL, we previewed C3 to over 350 Southern and Northern California companies. The system uses smaller ducts, is quieter and uses 25% less energy than conventional HVAC systems. Working closely with our marketing partners, Carl Muhslein and Harley Blickley of JLL, we previewed C3 to over 350 Southern and Northern California companies.

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M3 Office Inc. is pleased to introduce the Keyn Chair Group from Herman Miller, designed by London firm forpeople. The Keyn Chair Group offers a range of stackable side and meeting chairs that can easily reflect the personality of organizations around the world through a meaningful range of options and upholstery selections. It has a patented mechanism that allows the chair to recline up to 10 degrees, so people are able to stay comfortable and remain focused by naturally and frequently changing postures.

Most people have probably flown, driven, watched, eaten, spoken on, stayed in, or sat on a design from forpeople, but you may never have heard of them. That’s because with forpeople, the work always comes before publicity. With Keyn, they observed that people are continuously shifting in their seats, especially during meetings, so early on in the process, the designers knew they wanted the chair to move.

Observations of meetings showed that people continuously shift in their seats, leaning forward or stretching back, typically up to 57 times an hour. People expect movement in their task chair, so it made perfect sense that a meeting chair should support and respond to those movements too. The ability to move helps people stay comfortable and remain focused.

‘It made perfect sense that a meeting chair should support and respond to those movements too. The ability to move helps people stay comfortable and remain focused.’

This sense of ease allows the mind to focus, which can help increase productivity throughout the workday and during meetings.

A key consideration of forpeople’s design approach was to ensure that each variation of the chair had the same universal appeal. A refined design was achieved based on four key parts: the base, cradle, seat shell, and a selection of upholstery options. The perforation pattern on the backrest adds textural depth and contributes to its lightweight aesthetic.

Whether bold and playful or sophisticated and subdued, the Keyn Chair Group can be applied throughout an organization with a customer’s desired degree of consistency. Keyn’s global availability makes it an appealing choice for customers with locations around the world seeking an easily attainable consistency from site to site.

Four-leg chairs can also easily be stacked and stowed when not in use, and the four-star base’s return-to-center feature means that meeting rooms always look clean, even when they’re not in use.

Because Keyn responds to shifts in posture, it is perfect for people who are collaborating or sitting in meeting rooms. Plus, it’s versatile enough that it can find a home anywhere and support many applications—from the meeting room to the cafeteria to the private office.

Keyn chairs are versatile in appearance and function. A range of looks can be achieved by combining bases (four-leg and four-star), shell and frame finishes, arm selections, and a broad choice of upholstery materials for the seat pad.

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The design staff at M3 Office Inc. can work with you to create the perfect Keyn chair solution for your environment.

Information for this article was provided by M3. For more information, contact Patti Murphy at (626) 441-0300 or Patti@m3office.com or visit www.m3office.com
Shining a Light on the Company that is Illuminating LA

T
ten who are in it, know that the “Lighting Industry” is a very niche industry, and that there are many parties involved in any one commercial project in need of lighting. But what many don’t understand is that light fixtures are selected via a particular process that must go through particular channels. The order of the final selection of fixtures ultimately ends up in the hands of a lighting manufacturer’s representative, otherwise referred to as a lighting agency.

Southern California Illumination, a prominent lighting agency known as SCI, was founded in 1992 in the heart of Irvine, California. SCI’s team of talented individuals work with many parties involved in the planning and building phases of projects. The Specification Sales Representatives work with the architecture and design community to help find that perfect light fixture that meets the spec. The Commercial & Industrial sales representatives work with the electrical contractor and wholesale distributors to get material on order and ensure the installation and post-sale process is seamless. Both sales groups are supported by dedicated teams of quotation specialists, project managers, and application engineers.

SCI, being an innovative and technology driven company, wanted to distinguish themselves from other surrounding agencies, and do more than provide just a service. They wanted to provide an experience.

In July of 2016, SCI announced the opening of its Downtown LA space that resides on the 28th floor of The Paul Hastings North Tower in City National Plaza.

The intent of the newly and creatively designed workplace was to serve as a technology driven space that would allow SCI’s clients to visit and walk through a live demonstration of some of their key manufacturers’ luminaires and control lines to really experience the lighting solutions portion of their next potential project.

“The space is designed to be a training and education hub for our specification clients, and to allow our manufacturer partners and the SCI Team to use the DTLA space as a sales tool to demonstrate the latest in Lighting and Control Technology that SCI represents. The space has proven to be incredibly busy with Specifiers being able to see and select their lighting and control products they will use for their clients’ projects firsthand,” noted Tom Thomson, President of SCI.

SCI’s downtown Los Angeles space, also known as SCI DTLA, was created with an acute eye for design. The overall aesthetic of the project captures an extremely clean and minimalist, yet very beautiful look. Each piece of stone, every fabric selection, and each piece of furniture was meticulously chosen. The lighting then ties the whole design together by creating a well illuminat-ed and striking space. When one visits SCI DTLA, they’ll have the opportunity to experience lighting solutions produced by an array of manufacturers including multiple Eaton Lighting brands – Halo, Metalux, Neo-Ray, Amertex, Corrente, Iris, Lumiere, Shaper, Portfolio, Greengate, Haman, Focal Point, Burichwood, Architectural Lighting Works, WAC Lighting, Excense, Weer, and Diode LED.

Information for this article was provided by SCI. Learn more by visiting www.scilights.com