

WHO'S BUILDING L.A.

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

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Los Angeles Memorial Coliseum

LOS ANGELES

USC’s modernization of the Los Angeles Memorial Coliseum encompasses well over 1,000,000 total square feet. Improvements to the stadium seating and circulation reduced seating capacity from 93,607 to approximately 77,500. Architects DLR Group achieved three major goals with the design concept. The first was to respect the tradition and heritage of the Coliseum, carefully preserving historic design elements. The second was to create a memorable guest experience, achieved through added amenities, breathtaking sightlines, upscale finishes, and overall feeling prestige. The third was to introduce a clear vision and sense of place relating to modern elegance and grandeur commensurate with the Trojan brand and legacy.

WHO’S BUILDING
SPOTLIGHT

The new design concept centers around a confluence of the historic character and USC brand with an influence of Hollywood Regency era vocabulary from 1923, the year the Coliseum was built. This is exemplified through Carrera marble walls, gold and bronze accents, warm wood tones with distinct graining. All with a subtle touch of the USC cardinal and gold accents. Guests are treated to visually impactful stories and graphics of the USC Trojans accomplishments, significant Coliseum events, and historical Los Angeles moments. A sense of pageantry leads guests through spaces with subtle brand recognition and thoughtful use of lighting, color, materiality, art integration and digital messaging. This is again a world class experience for all guests supporting social interaction and a comfortable ambiance.

A focal point of the modernization is the design and construction of a new suite and press tower on the south side of the stadium. This added multiple suites, loge boxes, club seats, press box, and new patron concourse amenities. This new suite tower was inserted seamlessly into the existing stadium bowl. With respect to its legacy, this significant renovation balances restoration of the original structure and a fresh, elegant design. The seven-story tower addition introduces world-class spectator amenities, premium rental spaces, and breathtaking views of downtown Los Angeles, including roof top hospitality with event viewing and views to downtown, Hollywood and the ocean.

PROJECT HIGHLIGHTS

- Property includes well over 1,000,000 total square feet
- Improvements to the stadium seating and circulation have reduced seating capacity from 93,607 to approximately 77,500
- New seven-story suite and press tower with stunning views of Los Angeles
- A sense of Trojan pageantry is reflected through the design, including use of lighting, color, materiality, art integration and digital messaging



SECOND CENTURY PROJECT

BURBANK, CALIFORNIA

800,000 sf office building and
1,000,000 sf underground parking garage



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architects construction worthe.com



Marina del Rey Marriott Hotels

MARINA DEL REY

This Marriott hotel project located at 4360 Via Marina is unique in that it is a dual brand hotel with Residence Inn and Courtyard Hotel situated directly in the marina with public boat dock access and community access via a waterfront promenade that connects the Hotel with adjacent high end multifamily residence complexes and also a Wetland preserve.

WHO'S BUILDING
SPOTLIGHT

The hotel project, developed by Hardage Hospitality, and created by Awbrey Cook Rogers McGill Architects and contractor R.D. Olson Construction, boasts views of the marina and also the ocean, and offers fine dining and beverage amenities on the podium deck as well as the promenade level for the community and guests that face the Marina.

The fusion of these two unique Marriott brands allows guests and neighboring residents to take advantage of the food & beverage options at Brizo Bar and Restaurant, Sam's Coffee Call, and Terrace Deck; plus more event space to accommodate traveler and community needs. The Residence Inn includes studios, and one-bedroom suites with separate living and sleeping areas, and fully equipped kitchens.

The project energy efficiency components include solar panels for electrical, and mechanical / plumbing fixtures that were engineered to save water and energy for the development's 288 guestrooms and restaurant.

PROJECT HIGHLIGHTS

- Unique dual brand hotel for Residence Inn and Courtyard Hotel
- 288 guestrooms
- Situated directly in the Marina with public boat dock access and community access via a waterfront promenade
- Promenade connects the property with adjacent high end multifamily residence complexes and also a Wetland preserve



Magnolia Science Academy #1

RESEDA

The Magnolia Science Academy #1 (MSA-1) project is a true example of a development making significant community impact due to the immense positive change that this project has brought to the Los Angeles community.

The total minority enrollment is 93%, and 89% of students are economically disadvantaged. Even with the many socio-economic challenges that students and their families must face, MSA-1 is ranked as an above average, successful public charter school located with a 100% graduation rate.

From day one, there was a real collaborative synergy with input from all team members, including student leaders. The 2019 student leaders spoke with designers and engineers as well as reviewed plans in order to really create their “dream school.” As a result of its dedication to the school project, the graduating class of 2019 was able to witness the construction of MSA-1.

The new building sits on top of a 16,845 square foot site and is built adjacent to their existing school building, which adds an additional 25,228 square feet of learning space. The first and second floor includes the build-out of 20 classrooms as well as staff offices, administration spaces, and science, robotics, and tech labs. There is a rooftop play area on the third floor. In addition, the project involved the patching of the existing parking lot. Oltmans Construction Co. self-performed all carpentry trades including concrete, drywall, framing, and doors/frames/hardware. The project was delivered on a fast-track delivery to ensure opening by the fall.

PROJECT
HIGHLIGHTS

- Building sits on Sherman Way Blvd. in Reseda’s central commercial corridor
- New energy efficient, urban, three-story high school building features a modern architectural design
- Two-story atrium topped with a large skylight that serves a central gathering place for the students
- Open rooftop terrace that overlooks the Valley and gives student access to a play yard space





NAIOP Projects Net Office Space Absorption to Turn Positive in 2022

In its Office Space Demand Forecast released late last month, NAIOP is projecting a return to positive absorption of office space in the fourth quarter of 2021. Quarterly net absorption in 2022 is expected to average 11.7 million square feet, in line with the 2015-2019 quarterly average of 11.6 million square feet.

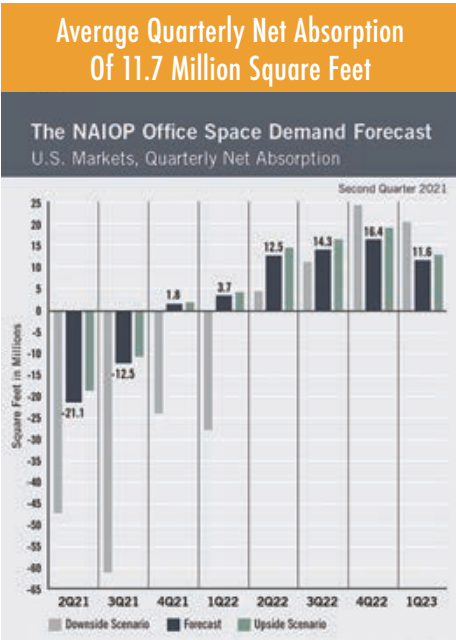
Interest rates remain low, and states continue to lift pandemic restrictions. All signs point to an expansion in the economy with substantial support from an accommodative Federal Reserve and fiscal stimulus. As tenants begin to return to the office, it remains to be seen whether there will be

home remain unknown, we do expect steady returns to the office for many companies, and as a result, positive economics for the office sector.”

This forecast assumes a continued rebound in real GDP for the remainder of 2021, 2022 and 2023. Real GDP is expected to expand by 7.7% in the next two years, with average unemployment of approximately 4.5%.

The report’s authors are Hany Guirguis, PhD, Manhattan College and Michael J. Seiler, DBA, William & Mary and the University of Cambridge.

NAIOP, the Commercial Real Estate Development Association is the leading organization for developers, owners, investors and related professionals in office, industrial, retail and mixed-use real estate. NAIOP provides unparalleled industry networking and education and advocates for effective legislation on behalf of our members. NAIOP advances responsible, sustainable development that creates jobs and benefits the communities in which our members work and live. For more information, visit naiop.org.



‘While the lasting effects of the shift to working from home remain unknown, we do expect steady returns to the office for many companies.’

Net absorption is defined as the amount of space that is physically occupied at the end of one period, less the amount of space occupied at the beginning of the same period. Several factors are contributing to economic growth, with corresponding employment gains in office-using industries. During the past year, consumers saved money at unprecedented rates, increasing their disposable income.

a lasting increase in remote work and how that might affect long-term demand for office space. “The macro economic data are positive, and the mitigation of the pandemic through vaccinations and other measures are having a noticeable impact,” said Thomas J. Bisacquino, president and CEO of NAIOP. “While the lasting effects of the shift to working from

2021’s Most Popular Office Designs

As more individuals head back to work amid the pandemic, many organizations have enlisted the help of office space planning professionals to adjust their workspaces for maximum safety and home-like conveniences. Unlike offices of the past, 2021 design trends blend the comforts of home with the functionality of a public workspace. The following guide highlights what’s “in” this year.

1. SUSTAINABLE DESIGN

In 2021, individuals and organizations are more focused on the environment than ever before, relying on eco-friendly and sustainable practices in their office space planning. Some incorporate green practices by upcycling existing office furniture or opting for natural materials that can be recycled and repurposed. Workstations are arranged closer to windows to provide natural light, reducing energy use. In the kitchen, you may find a recycling station to discourage waste or a small compost bin for food scraps and coffee grounds that can then be donated to a community garden.

2. PIVOT SPACES

In light of physical distancing measures, many organizations have turned to pivot spaces to keep their employees safe while supporting a functional workspace. Pivot spaces rely on modular furniture separated by easily-movable barriers, such as plants and room dividers, to turn open-concept floor plans into semi-private work zones. Easy-to-move furniture allows individuals to adjust their stations as needed without extensive effort. Some setups rely on huddle stations that enable employees to sit at a safe distance while also sharing larger screens, ideal for collaboration or teleconferencing. Cafe-style pivot layouts rely on bar-height stools separated by screens and plants to provide dis-



tancing while also creating a sense of connection among colleagues.

3. RESIMERCIAL DESIGN

Resimercial design combines the comforts of home with the functionality of a contemporary office. It focuses on comfortable seating, soft ambient lighting, flexible work-

stations, and personalized accessories such as area rugs, lamps, and high-quality upholstery. In a resimercial office space, employees may have dedicated workstations or bring their laptops to a plush armchair near the window. Conference calls and board meetings may be held in a “family room” with couches and a coffee table rather than a single table lined

with executive chairs.

Information for this article was provided by Complete Office Installation. With over 50 years of experience, the company’s office space planning and design team provides expert services, including office configuration, furniture installation, and relocations. Learn more at coipros.com.

Survey of Employees Reveals Post-Pandemic Attitudes Toward Evolving Workspaces

Cushman & Wakefield, in partnership with CoreNet Global, has released new survey results showing the evolution of the workplace from pre-COVID-19, to expectation for a post-COVID-19 return to work.

The survey found that the future of the workplace will benefit by providing office workers with flexibility to work in multiple locations during a typical week. However, 100 percent remote work is not ideal for most employees. According to pre-pandemic data from Gallup, employees working in the office five days a week and those working outside the office five days a week both had lower employee engagement than those utilizing a hybrid model of both remote and in-office work.

“We see a real opportunity for employers to transform the workplace experience with flexible options for employees by offering a variety of locations and experiences to support convenience, functionality and well-being,” said Despina Katsikakis, Cushman & Wakefield’s Total Workplace Global Lead. “Before the pandemic, 59 percent of companies surveyed used an ‘office-first’ model. Now, as we begin to move to a post-pandemic model, the vast majority (81 percent) of companies are looking at hybrid models, with 58% indicating an ‘office-first’ hybrid model where most workers are in the office part of the week and working

remotely for a day or two each week.”

A third of survey respondents, including 39 percent of C-suite respondents, expect that companies will allow employees to live anywhere regardless of company office presence. This potentially creates opportunities for companies to draw from previously unavailable labor pools while giving employees greater flexibility.

“Finding qualified talent has always been a heavy lift for companies – especially those in finance and technology. An unanticipated consequence of the forced work-from-home pandemic response is that management has realized how seamless a transition this could be – and that their potential labor pool is not limited to their physical markets,” said Sonali Tare, Senior Director of Content Experience with CoreNet Global. “Improvements in technology—now tested during a crisis—will accommodate more flexibility for office workers and that provides for more remote working in cases where the role allows.”

The pandemic has also accelerated trends in office design and physical layout. The survey found that approaches to everything from assigned seating to collaboration spaces and working in “third spaces” (neither home nor the office) have all significantly changed since the pandemic began.



The full survey can be downloaded from Cushman & Wakefield’s website at cushmanwakefield.com.

CoreNet Global is a non-profit association, head-

quartered in Atlanta, Georgia (US), representing more than 11,000 executives in 50 countries with strategic responsibility for the real estate assets of large corporations. For more information, visit corenetglobal.org.



PROLOGIS ALAMEDA CROSSING

One prime location, multiple possibilities.

Set in the heart of the Arts District in Downtown Los Angeles, this nine-acre property offers unique versatility. The existing 139,929 SF property makes it suitable for a range of operations from transportation to creative uses. Or build-to-suit possibilities include a 226,096 SF, single story facility or a state-of-the-art 450,000 SF, multi-level distribution center.

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