



ORANGE COUNTY | OFFICE | THOUGHT LEADERS

Presented by Cushman and Wakefield

C&W's Irvine Move Walks The Walk

FEBRUARY 13, 2018 BY CARRIE ROSSENFELD

Consolidating two separate office locations in Orange County under one roof provides cutting-edge amenities, better customer service and a "wow" factor when you walk in the door, Eric Paulsen tells GlobeSt.com.

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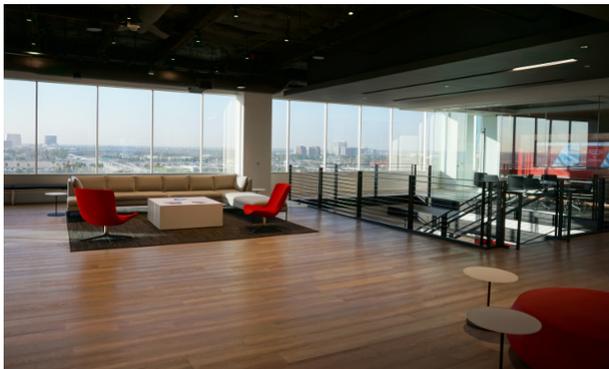
Paulsen:

"Cushman and Wakefield is a big proponent of Orange County and its strength as a commercial real estate marketplace, and that is reflected in the large investment we made in our office space."

IRVINE, CA—Consolidating two separate **office** locations in Orange County under one roof provides cutting-edge amenities, better customer service and a "wow" factor when you walk in the door for **Cushman & Wakefield**, the firm's managing principal **Eric Paulsen** tells GlobeSt.com. C&W's Orange County office has relocated to **Lakeshore**, a multi-building, **mixed-use office** complex located in **Irvine Business Complex**.

Operating in 28,415 square feet, the modern workplace is on the 9th and 10th floors of the 10-story building at **18111 Von Karman Ave**. The new penthouse space in Irvine currently houses approximately 100 professionals, plus room for expected growth. The office buildout was completed in late October, the firm working closely with architect **Gensler** and general contractor **Howard Building Corp**. **Leasing** negotiations were handled by **Rick Kaplan**, **Robert Lambert** and **Greg Brown** of C&W.

Prior to coming together into its single location, this office had operated out of two separate facilities also stationed in Irvine. The new office brings together a full scope of services including tenant representation, agency **leasing**, **capital markets**, project and development services, **property management** and facilities management. We spoke with Paulsen, Gensler principal **Anne Bretana** and Gensler interior designer **Hannah Zalusky** about how the move reflects on the company's strategy within Orange County, the design features that make it special and what the office says about general office trends in the market.



The

penthouse reception space features high ceilings, gray-washed plank flooring and fantastic views of John Wayne Airport.



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GlobeSt.com: How does your firm's Irvine office move reflect on the company's strategy in the Orange County market?

Paulsen: In 2017, Cushman & Wakefield embarked on an aggressive plan to create better work environments for our employees, utilizing open spaces, natural lighting and ergonomic furniture. In Irvine, we have some of the county's top real estate professionals, and we wanted to provide them an environment that promotes collaboration, efficiency and, frankly, a place they can be proud of. I think we knocked it out of the park in our new location at Lakeshore. Furthermore, having previously operated out of two separate office locations in Irvine/Orange County prior, our new single Irvine office will combine to provide a full scope of services. In bringing together our local professionals in Irvine under one roof, we will be able to operate much more closely, collaboratively and effectively to serve our clients in a greater capacity and at an even higher level than before.



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new office reflects the shift towards workplaces blending residential, hospitality and commercial environments."

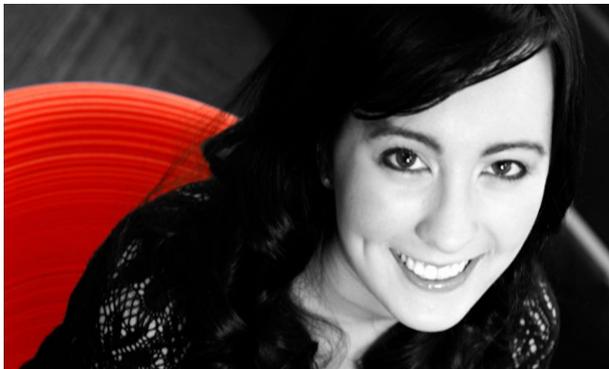
GlobeSt.com: What are the design features of this particular office that make it special?

Zalusky: The penthouse reception space is exceptional and expansive—perfect for community and industry events and for entertaining clients. The main presentation room's sliding glass doors open to a living room lounge and large open café. High ceilings and gray-washed plank flooring further elevate the space, and an **industrial** suspended black-steel staircase provides an interesting connection to the 9th floor. The reception space also affords fantastic views of **John Wayne Airport**—you can almost see the people on the planes taking off.

Paulsen: There is definitely a "wow" factor when you walk onto our floor. I have seen our clients walk in for the first time, and their expressions say it all. Full glass-fronted offices and functional work stations all have unobstructed lines of sight to the outside providing a lot of natural lighting. I feel good walking into the office every day.

GlobeSt.com: What does the office say about general office trends in the market?

Bretana: Workplaces that prioritize both focused and individual work is a trend in the current market. Cushman's dynamic workplace focuses are three main space types: community, collaborative and individual. The community spaces provide an engaging area to invite clients and host industry events. The collaborative spaces provide a variety of diverse group workspaces for employees to connect and interact. A number of individual, private enclosed spaces are distributed through the office to provide a refuge for heads-down focused work on behalf of their clients. In addition, the new office reflects the shift towards workplaces blending **residential, hospitality** and commercial environments. Warm woods, open café spaces and abundant lounge settings all illustrate this shift to more-informal and relaxed spaces.



Zalusky: "In

addition to the site amenities, the new garage structure will feature an 8,500-square-foot wind-driven kinetic art installation by renowned artist Ned Kahn."

GlobeSt.com: What else should our readers know about this move?

Zalusky: When complete, the Gensler-designed renovation of the Lakeshore Campus will boast a new seven-level parking garage addition as well as an assortment of new amenities. Amenities include 12,000 square feet of new food-and-beverage offerings, a lakeside dining terrace with regulation bocce courts, outdoor break-out and conversation seating groups, gas firepits, on-site

valet parking, auto-detail services and a great lawn for outdoor concerts and events. In addition to the site amenities, the new garage structure will feature an 8,500-square-foot wind-driven kinetic art installation by renowned artist **Ned Kahn**.

Paulsen: Cushman & Wakefield is a big proponent of Orange County and its strength as a commercial real estate marketplace, and that is reflected in the large investment we made in our office space. We want to have an office that is centered around the health, wellness and overall happiness of our employees—an office they are proud of, want to work in, that helps them be successful in their day-to-day business, and I think we have delivered that.



Carrie Rossenfeld ›

Carrie Rossenfeld is a reporter for the San Diego and Orange County markets on GlobeSt.com and a contributor to Real Estate Forum. She was a trade-magazine and newsletter editor in New York City before moving to Southern California to become a freelance writer and editor for magazines, books and websites.

Rossenfeld has written extensively on topics including commercial real estate, running a medical practice, intellectual-property licensing and giftware. She has edited books about profiting from real estate and has ghostwritten a book about starting a home-based business.

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CONTACT CARRIE ROSSENFELD

