

ULI Fall Meeting

Energizing Outdated Corporate Campuses

October 27, 2016



Introductions



Adam Ballew

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Jeff Ellerman

Vice Chairman, CBRE



Barry Hand, AIA, LEED AP BD+C

Principal, Gensler

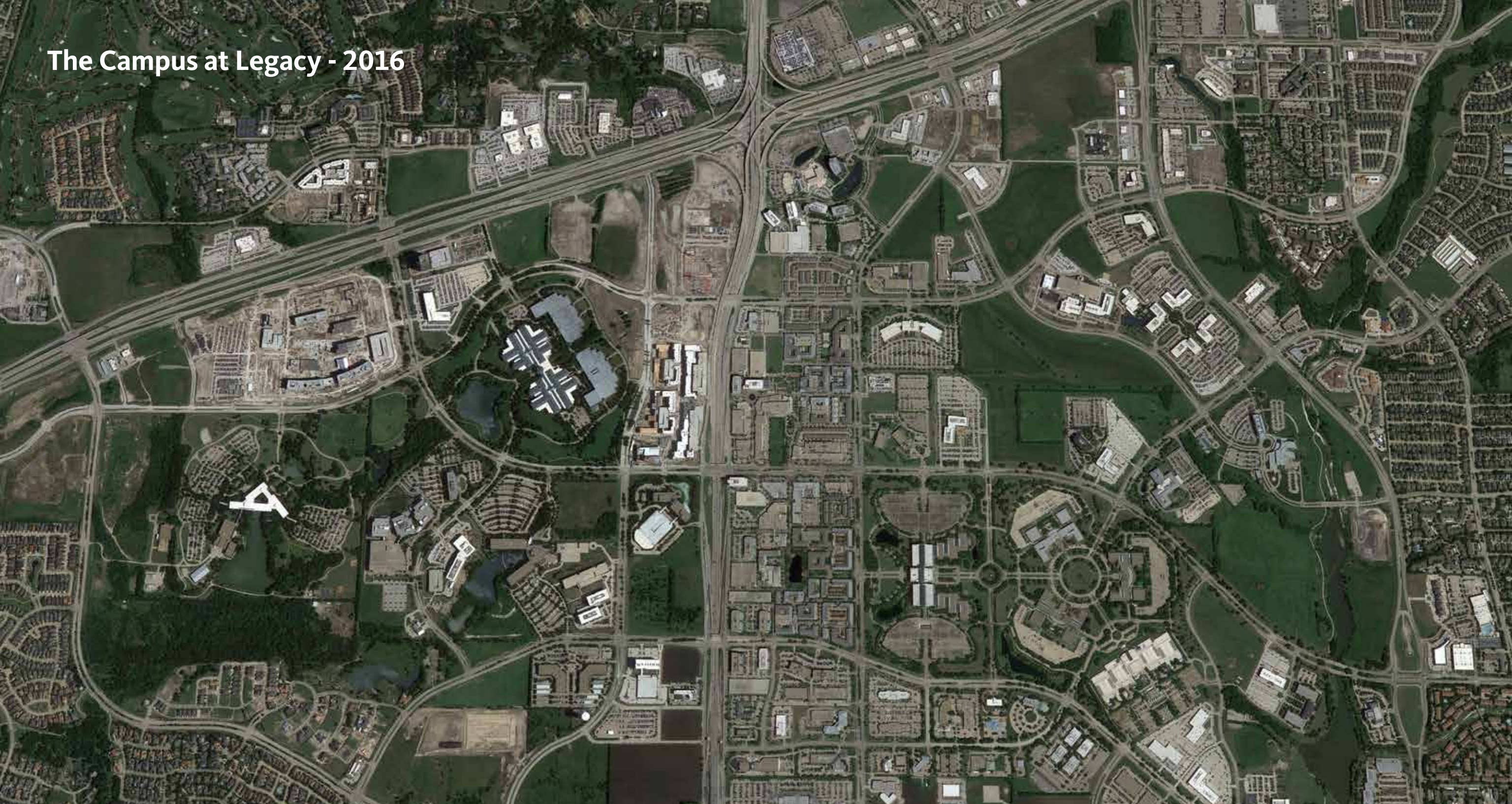
The Campus at Legacy - 1995



The Campus at Legacy - 1995



The Campus at Legacy - 2016



The Campus at Legacy

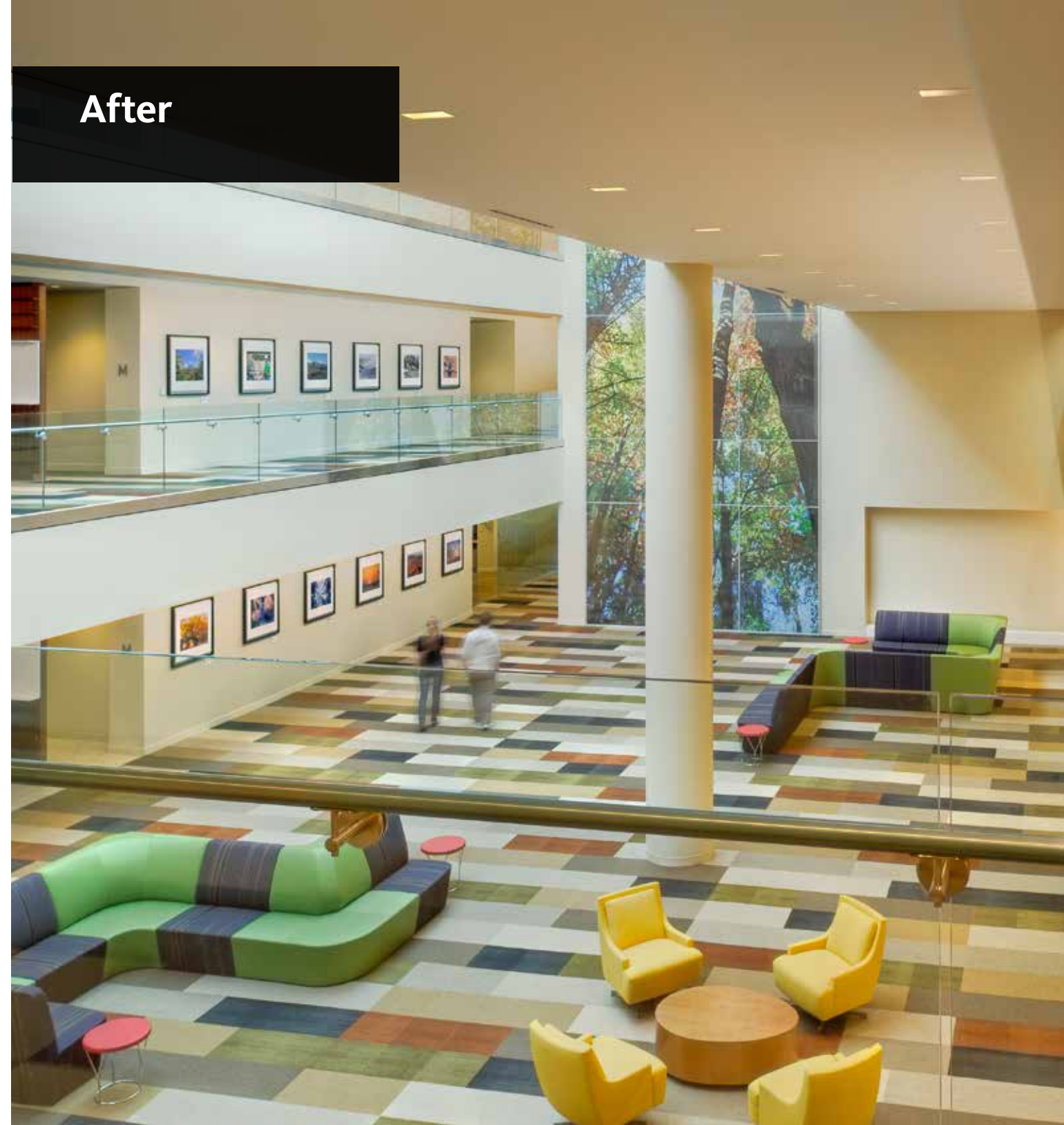
Plano, TX



Before



After



Before



After



Before



After - Version 1



After - Denbury HQ

Plano, TX



Amenities - Gym



Amenities - Conference Center



The Campus at Legacy Aerial - 2007



Galatyn Commons - Richardson, TX



Galatyn Commons - Richardson, TX



WORKPLACE360 AT CBRE

EXAMINING HOW CBRE WORKS FROM ALL ASPECTS:

- Work Environment
- Supporting Technology
- Branding
- Personal Productivity
- Space Efficiency
- Sustainability
- Mobility
- Flexibility and more

1

IMPROVE THE WAY WE WORK

Enhance effectiveness by creating a more productive work environment with the right high quality space, technology and services to enable anyone to work anywhere, anytime.

2

GENERATE BUSINESS

Offices showcase leadership positioning and promote increased communication and collaboration to better leverage our platform of knowledge, research and resources.

3

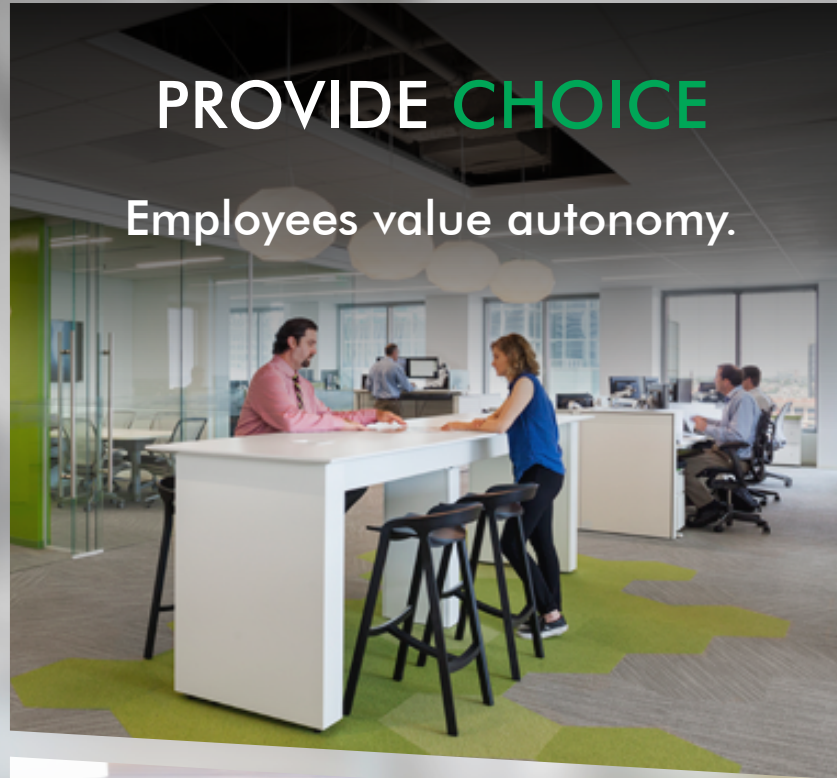
OPTIMIZE OUR ASSETS

Reduce cost associated with underutilized space and re-invest higher quality space, technology and services.

TRENDS LEADERS IN WORKPLACE:

PROVIDE CHOICE

Employees value autonomy.



BUILD COMMUNITY

People come to the office to connect.



PROMOTE WELLBEING

Enable a healthier and more present workforce.



CELEBRATE BRAND

Clients and employees like to feel more engaged with the brand.



PROVIDE SERVICE

Going to the office should make work easier.



AN ENVIRONMENT THAT IMPROVES THE WAY WE WORK...

- Increased capacity for growth with the same footprint
- 2X more meeting rooms
- Private spaces to concentrate or make phone calls without disruption
- Social spaces for interaction with clients and colleagues

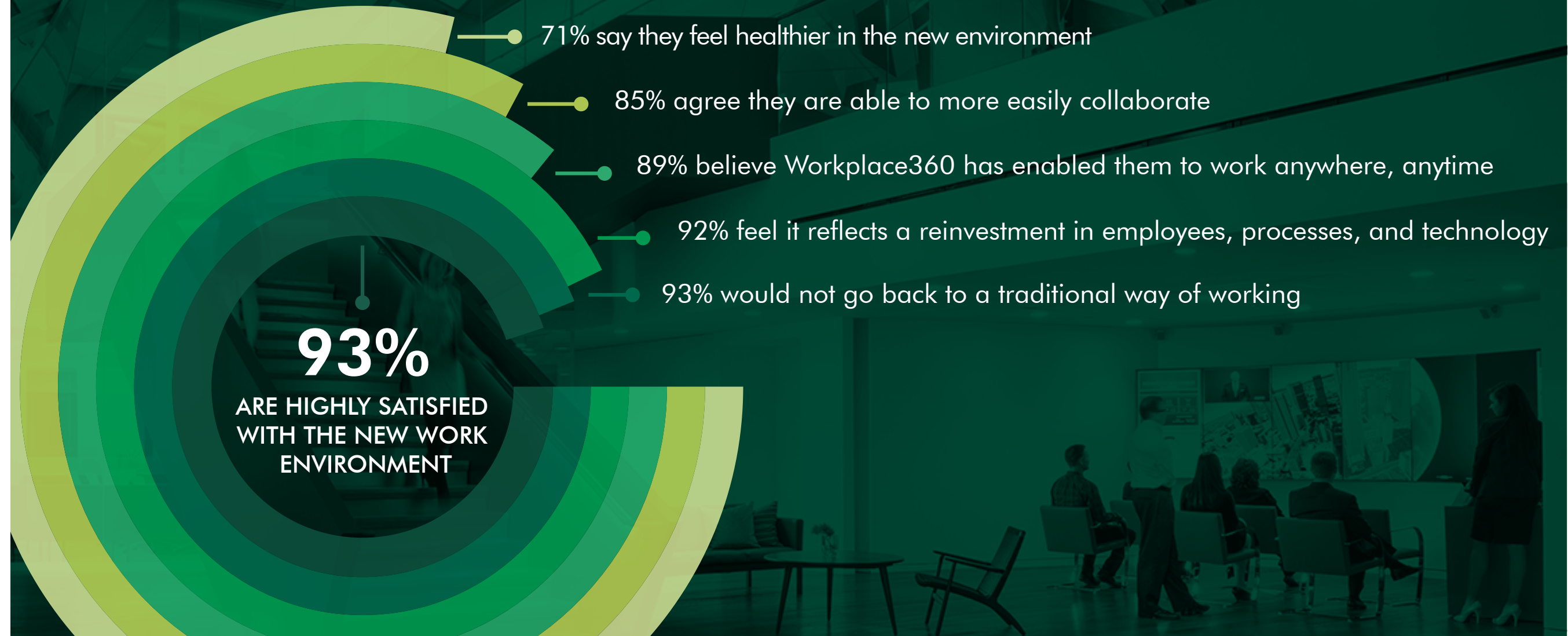
OFFERS CHOICE

14+ SPACES TO WORK

- OFAD
- FOCUS ROOM
- WORKSTATION
- OPEN TEAM AREA IN NEIGHBORHOODS
- MEDIA SCAPE ROOM
- HUDDLE ROOM
- BUILDING LOBBY
- MEZZANINE ROOM
- HEART
- RISE CAFE
- MEDIA WALL AREA
- TOUCHDOWN SEATING
- BANQUETTE SEATING
- CONFERENCE ROOM



EMPLOYEE IMPACT



PORTFOLIO IMPACT

19

SITES IN THE U.S.

14

SITES IN THE EMEA
AND APAC

15+

SITES IN THE
PIPELINE

7,000+

EMPLOYEES
IMPACTED

1.2M

SF IMPACTED

\$13M

SAVED IN
OPERATIONAL RENT
COSTS

8%

INCREASE IN CAPEX
PSF COST LEASE

25%

LESS SPACE
(APPROXIMATE)

20%

AVERAGE COST
SAVINGS OVER LIFE
OF A LEASE

\$7.7M

STORAGE SAVINGS
(BASED ON SF)

Etsy HQ

Brooklyn, NY





WELL GREEN

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WELL

WELL Building Standard

New system combines design and construction with evidence-based medical and scientific research

Performance-based system to measure impact of the built environment on human health



CBRE Headquarters

AIR – Enhanced air filtration and healthy cleaning protocol

WATER – Filtered water and hydration stations

Nourishment – Nutritious snacks and tips

LIGHT – Enhanced daylight sensors and glare control

FITNESS – Treadmill or sit/stand desk

COMFORT – Optimized reverberation time

MIND – Biophilia and public art and wellness programming

THE SEVEN CONCEPTS OF THE WELL BUILDING STANDARD



CBRE Headquarters

Los Angeles, California, USA

In the first WELL Certified office, CBRE Corporate Headquarters, employees responded with the following survey feedback:

92%

said the new space
has created a positive
effect on their health
and well-being

94%

said that the
new space has a
positive impact
on their business
performance

83%

feel more productive

100%

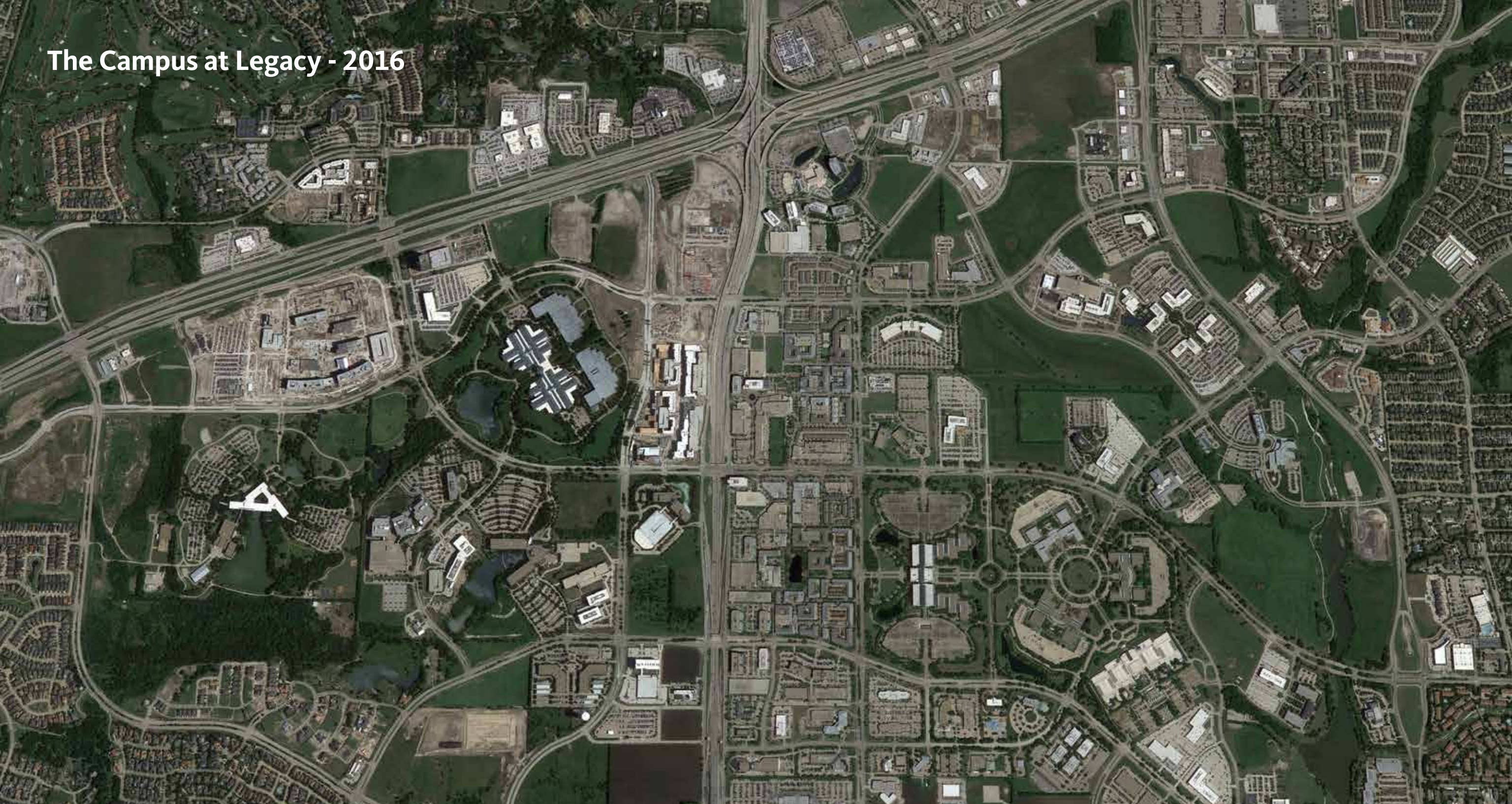
said that clients
are interested
in their new way
of working

93%

said that they are able to
more easily collaborate
with others



The Campus at Legacy - 2016





Legacy West

Plano, TX



Legacy West

Plano, Texas

**Premier Luxury
Mixed Use**

38 acres

Program

Retail:
304,000 sf

Residential:
600 units

Office:
750,000 sf

Hotel

Legacy West

Plano, TX



Legacy West

Plano, TX



Legacy West

Plano, TX



Legacy West

Plano, TX



Legacy West

Plano, TX



Legacy West

Plano, TX



Palisades Master Plan

Richardson, TX

**Amenitized
Corporate/
Lifestyle
Neighborhood**

85 acres

Program

Office

Retail

Residential

Dining

Public Park

Structured Parking



Palisades Master Plan

Richardson, TX



Palisades Master Plan

Richardson, TX



Palisades Master Plan

Richardson, TX



Facebook

Menlo Park, CA

**Amenitized
Campus**

80 acres

Program
Office
Retail
Health Care Facility
Fitness Center



Facebook

PRE-EXISTING



Facebook
PRE-EXISTING



Facebook
PRE-EXISTING



Facebook

Menlo Park, CA



Facebook

Menlo Park, CA



Facebook

Menlo Park, CA



Facebook

Menlo Park, CA



Facebook

Menlo Park, CA



Facebook

Menlo Park, CA



Hidden Ridge Campus Master Plan

Irving, TX

Amenitized Corporate Campus

**150 acres/
16,482 sf**

Program

Office:
16,482 sf

Retail:
83,639 sf

Residential:
1,541 units

Hotel:
150 keys



Hidden Ridge Campus Master Plan

Irving, TX



Hidden Ridge Campus Master Plan

Irving, TX



Hidden Ridge Campus Master Plan

Irving, TX



Hidden Ridge Campus Master Plan

Irving, TX



Hidden Ridge Campus Master Plan

Irving, TX





Q&A



THANK YOU