



CASE STUDY:

445 Bush Street

San Francisco, CA

Renovation and
Repositioning of a
45,000 s.f. Category I
Historical Landmark
Office Building

- Redevelopment Project
 - Historical Landmark Property
 - Repositioning
- Construction/Project Management
- Acquisition/Disposition
- Asset/Property Management
- Sales/Leasing Transaction Management



The Client.

MKEG was owner/development partner for the Limited Liability Corporation who acquired the building with the intent of renovating and repositioning the asset for a value added exit.

The Challenge.

Originally built as the headquarters for one of the city's early telephone companies, this historical landmark building constructed in 1906, was one of the few surrounding buildings that withstood the 1906 earthquake and since has had many lives. Today, it is living its most interesting and exciting life as a spectacularly modernized office building, with jaw-dropping lobby enhancements and tenant improvements befitting the brick and timber uniqueness of this charming restoration. When the property was originally acquired by the partnership, the asset was of plain vanilla improvements and minimal charm. The architectural firm of Lundberg Design created a unique lobby design lowering it to the street level and inviting tenants and business visitors into the high tech environs. This renovation statement was a key component in luring some of the top national advertising and marketing firms to the building as the next tenants.

The Solution.

After building acquisition, MKEG embarked on a \$3.5 million renovation and project releasing, paying careful attention to match improvements, look/feel and quality to the active high-tech tenant population in the market. Once the property was redesigned with inspiration, the demanding tech-tenants pursued its high ceiling, metal and timer panache and willingly paid for the new quality and uniqueness.

The Results.

With a fully renovated building, fully leased property to quality tenants, the asset was positioned to sell. The reposition and renovation strategy maximized the financial returns and short term hold objectives of the ownership. The property was sold to a high net worth investor and brought substantial returns to the selling entity.