

Case Study: CIM Group LP

350 S. Grand Avenue



Contact Us



John Zanetos
Executive Vice President

john.zanetos@cbre.com
+1 213 613 3704



Chris Penrose
First Vice President

chris.penrose@cbre.com
+1 213 613 3108

Key Information

Client

CIM Group LP

Location

Los Angeles, CA

The Challenge

CIM purchased the asset as part of a portfolio acquisition from CW Capital in January of 2014. At this time, several anchor tenants were in the process of vacating the project, leaving the building 38% occupied. With over 800,000 SF of vacancy, this represented the largest amount of vacancy in a single asset ever on Bunker Hill. The negative perception of the building was at an all-time high. In addition, the Bunker Hill submarket carried the highest vacancy in Los Angeles and was viewed as out of sync with the revitalization of Downtown LA.

The Solution

The leasing team, CIM and Gensler worked together to recreate the lobby and exterior “arrival experience” to create a true Class A feeling within the building and amenitize the outdoor space. The leasing team created a strategy that tied the resurgence of Downtown LA and its “cool” factor to the building. This included a full floor experiential marketing suite where all tours began. In addition, we created a direct marketing campaign that sent uniquely curated products from the neighborhood amenities. The leasing team conducted a dual track process of targeting local and regional tenants. Every multi-floor user in Greater Los Angeles that had a lease expiring within the next 4 years became a target tenant for building. We scientifically categorized each target tenant in terms of priority through our market knowledge that included: lease expiration dates, termination options, mergers and acquisitions, corporate relationships and market rents.

Results

The leasing team’s approach resulted in over 650,000 SF of new leasing activity, including:

- City National Bank – 350,000 RSF (regional consolidation and corporate acquisition)
- Munger Tolles Olsen – 150,000 RSF (existing termination option)
- HDR – 28,000 RSF (consolidation of Pasadena and DTLA)
- Snell & Wilmer – 22,000 RSF (corporate relationship)
- PNC Bank – 12,000 RSF (relocation from Pasadena)
- Ramboll Envrion – 10,000 RSF