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Playa Jefferson, Creative Office Campus in Playa Vista, Signs Lease with Global Advertising/Marketing Leader Omnicom, Celebrates Recent Openings of R/GA Digital Ad Agency, and Regus, Global Workplace Provider

By

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PLAYA VISTA, Calif., Feb 20, 2015 (BUSINESS WIRE) -- [Playa Jefferson](#), a nine acre campus in Playa Vista transformed by [Vantage Property Investors](#) into a dynamic creative office campus, has signed [Omnicom](#), a global advertising and marketing communications leader, along with R/GA, a full service interactive digital advertising agency, and [Regus](#), the world's largest provider of flexible workplaces. Playa Jefferson with a total of 200,000 square feet in four buildings is now 67% leased.

Omnicom will occupy all of Building C's 60,000 square feet and is expected to move into Playa Jefferson in July 2015. R/GA has moved into 15,000 square feet in Building A and Regus has set up a flexible workplace facility in 20,000 square feet of Building D. [Arup](#), the highly respected global engineering firm, is a long-term tenant of Playa Jefferson, its Southern California headquarters occupying approximately 36,000 square feet of Building D.

Located at 12777 W. Jefferson Blvd. in Playa Vista, Playa Jefferson is a creative office campus defined by its extensive landscaped open space that provides collaborative spaces, work lounges, recreation areas and a dramatic 50 foot high atrium connecting its four low-rise buildings. Playa Jefferson offers tenants the additional advantage of being directly across the street from Runway, the centerpiece of Playa Vista, with extensive entertainment, retail, grocery and restaurant offerings.

"Playa Vista is now the global hub for advertising and digital media in Los Angeles," said Stuart Gulland, founding partner of Vantage Property Investors along with Ned Fox. "Our Playa Jefferson project, with its playful and colorful design, extensive commons areas and abundant parking is perfectly suited for these creative businesses."

Omnicom Group Inc. [OME](#), [-2.52%](#) is a holding company of leading advertising, marketing, digital, public relations and communications services firms that serve more than 5,000 clients in more than 100 countries. Omnicom will relocate a number of its Los Angeles firms' offices into its space at Playa Jefferson, bringing several hundred employees.

R/GA, a division of Interpublic Group, was recently named AdAge's 2015 Agency of the Year. R/GA selected Playa Jefferson for the opening of its fifth US office under the leadership of Josh Mandel. Los Angeles has long been a global hub for digital media and an excellent place to nurture and grow R/GA's creatively led business.

The office is a full service location providing the entire suite of R/GA capabilities for a range of global clients.

Regus, listed on the London Stock Exchange and headquartered in Luxembourg, has more than 1,500 business centers in 600+ cities. Regus serves more than one million customers including half of the Fortune 500 and its Playa Jefferson location is a state-of-the art business center specifically designed for creative tenants.

Playa Jefferson was originally constructed in the early 1970s and primarily was occupied by Citibank. Interestingly, Playa Jefferson was a technology hub long before the current wave of creative companies streaming into Playa Vista with Citibank's innovative engineers reputed to have developed and tested the original ATM at the Playa Jefferson campus.

Vantage identified the property as being ideally positioned for redevelopment into a creative work environment due to its excellent location, low density, low-rise buildings, generous parking and abundant open space. Fox and Gulland retained global architecture firm [Gensler](#) to work collaboratively with them to redesign the campus and establish a compelling street identity that would fit today's workplaces. Award winning AHBE Landscape Architects and Newsom Design also assisted Vantage in establishing the look and feel of the campus.

Vantage was represented by leasing brokers Peter Best, Lisa St. John and Owen Fileti of LA Realty Partners in each of these leases. Omnicom was represented by Lee Feld of Feld Real Estate and Michelle Esquivel of CBRE, R/GA was represented by Steve Kolsky of Newmark and Regus was represented by Blake Searles and Brian Niehaus of JLL.

Photos available upon request

SOURCE: Vantage Property Investors

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