The Office of The Future

Partial presentation from NAR
Future of Real Estate

Average Space per U.S. Employee, All Industries

Source: Jones Lang LaSalle.
“The office of the future is no office”

Jim Heid, Founder, Urban Green

It’s called Workshifting

• Outsourcing
• Hoteling
• Home-office
• AWS (Alternative Work Strategies)
“The 3rd Place”

“The 3rd Place”

60% of work today is done outside of corporate facilities

Corporate Facilities
30%
“1st Place”

In Between
30%
“3rd Place”

Home Office
35%
“2nd Place”

Opportunity

Third Place in Tokyo

• Any place to come together and collaborate
Third Place

• Starbucks SeaTac

The 15 Million “Freelancers”

The traditional downtown office, or
The Hub

Satellite Telework (Felton & Scotts Valley, CA)
Membership Models

- Various Fee Programs
  - Mailbox Membership
  - Café Membership
  - Workstation
  - Office
  - Enterprise
- Membership = $150-$425
- Incentives
  - 24/7
  - Pet policies
  - Free Zip Car Membership
  - Various local discounts

Workshifting Benefits:

- Employer
  - Productivity
  - Real estate costs
  - Turnover
  - Absenteeism
- Employee
  - Gas
  - Work expenses
  - Time

- Community
  - Oil
  - Greenhouse gases
  - Accidents
  - Highway maintenance
And don’t forget the charging stations...

...and Transportation

- TOD (Transit Oriented Development)
- Aerotropolis as Hub
- Point and Counterpoint
  - Creative Class
  - Business Community Center
Transportation

space required to transport 60 people

car  bus  bicycle

Welcome to the Squaire –
located in Frankfurt Germany
The most transpor(ted) office of the future or “New Work City”

Welcome to the Squaire – located adjacent to airport, on Autobahn and Rail
Welcome to the Squaire – located in Frankfurt Germany

- 2,000,000 square feet of office
- Opened in February 2012
- 2 hotels
- Dozen restaurants
- Interior village
Indoor office park?

From one office to an entire city/office Park?

“If the 20th century was the era of nations, the 21st century is the era of cities.”

— Lee Myung-hak, President of South Korea
Seoul, Korea

Korea 1972 - 2013
Welcome to New Songdo City, Incheon, South Korea

- A $35B planned community
- An Aerotropolis

Korea 1972 - 2013
Welcome to New Songdo City, Incheon, South Korea

- International Universities
- Factories
- Corporate Headquarters
- Everything is LEED

Welcome to New Songdo City, Incheon, South Korea

- Focus is on curing Seoul's issues from success: density and congestion
Welcome to New Songdo City, Incheon, South Korea

- Jack Nicklaus golf course
- State University of NY
- Recycling/Reclamation Center

- 1,500 acres
- Man made island

- 100% completion on infrastructure
- Started in 2009...
Technology

“Innovation distinguishes between a leader and a follower.”
- The Innovation Secrets of Steve Jobs, 2001

If we told you the office of the future had:

• No parking
• Encouraged stairs over elevators
• Had composting toilets
• Was designed after a tree
• It’s design and construction could likely violate multiple building codes
• Do you think it could command Class A rents?
The Future is here now

• Shall we go on a virtual tour?
• Start in the Central area

And it is close by

• Location was chosen to not be in the shadow of skyscrapers
• Advertises itself as the world's greenest building
It’s just not applied evenly...

Policy movers & makers

“If you really want to build a green building today in any city in the US, you’ll find yourself in violation of, maybe, two dozen codes.” – Denis Hayes

Welcome to the Bullitt Center

• Opened 12/2012
• 6 floors
• Walk score of 97
• No Parking
• Bike Storage
• Showers
Welcome to the Bullitt Center

- Attached McGilvra Park is major amenity
- Preserved Elm Trees
- Closed off 15th street

Welcome to the Bullitt Center

- Focus on reuse, recycle, and minimal footprint in construction, operation or tenantage (remember, no car parking)
- Goal: Net zero energy
Floorplans

- Open Floorplans are encouraged
- Floorplates 7,949

Bullitt Center

- Handful of tenants (dare I say believers?)
- Office
- Green Museum