



Designing the Future of Work

Gensler



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How We Think

We are design strategists.

We work with building owners and developers to uncover a project's unique potential within its market to give it a competitive advantage. We leverage our global footprint in tandem with local expertise to develop site-specific strategies for each project. Our toolbox of strategies includes:



DESIGN EXPERIENCE



MARKET EXPERTISE



BRAND INTEGRATION



CROSS-SECTOR APPROACH



RESEARCH DRIVEN



TOP TRENDS

We have diverse design experience.

A great team is more than the sum of its parts. With 6,100 professionals in 48 locations worldwide, Gensler serves clients as trusted advisors, wherever new opportunities arise. *Fast Company Magazine* named Gensler "One of America's most influential design firms of 2018." Our design and delivery teams are continuously sharing the latest market trends in commercial office. Our portfolio includes urban and suburban projects, high, mid, and low-rise scale, creative office, and repositioning, ranging from a refresh to a complete transformation.



THE TOWER AT PNC PLAZA
PITTSBURGH, PA



110
PLAYA VISTA, CA



SAP HANAHAUS
PALO ALTO, CA

We are local first.

With roots in Austin since 2007, we've seen the area grow, become more diverse and vibrant, and live up to its promise as one of the world's great capital regions. Gensler's Guiding Principles state that **"We can't be global if we're not local first."** That's why, since our beginning, we have been committed to the community and building our local expertise with knowledge from around the globe. We've helped local companies achieve their goals, created brands and identities, designed destinations, and converted outdated spaces into vibrant facilities.



We will tell your story.

People want excitement, enjoyment and a sense of community and authenticity. As a result, developers are taking a people-centered approach to the planning and design of office buildings. Projects that tell a story about who and what they are emphasize their mission and help provide market differentiation. We use the power of brand design to establish a unique identity for each building, creating buzz that can reach a wide tenant base.



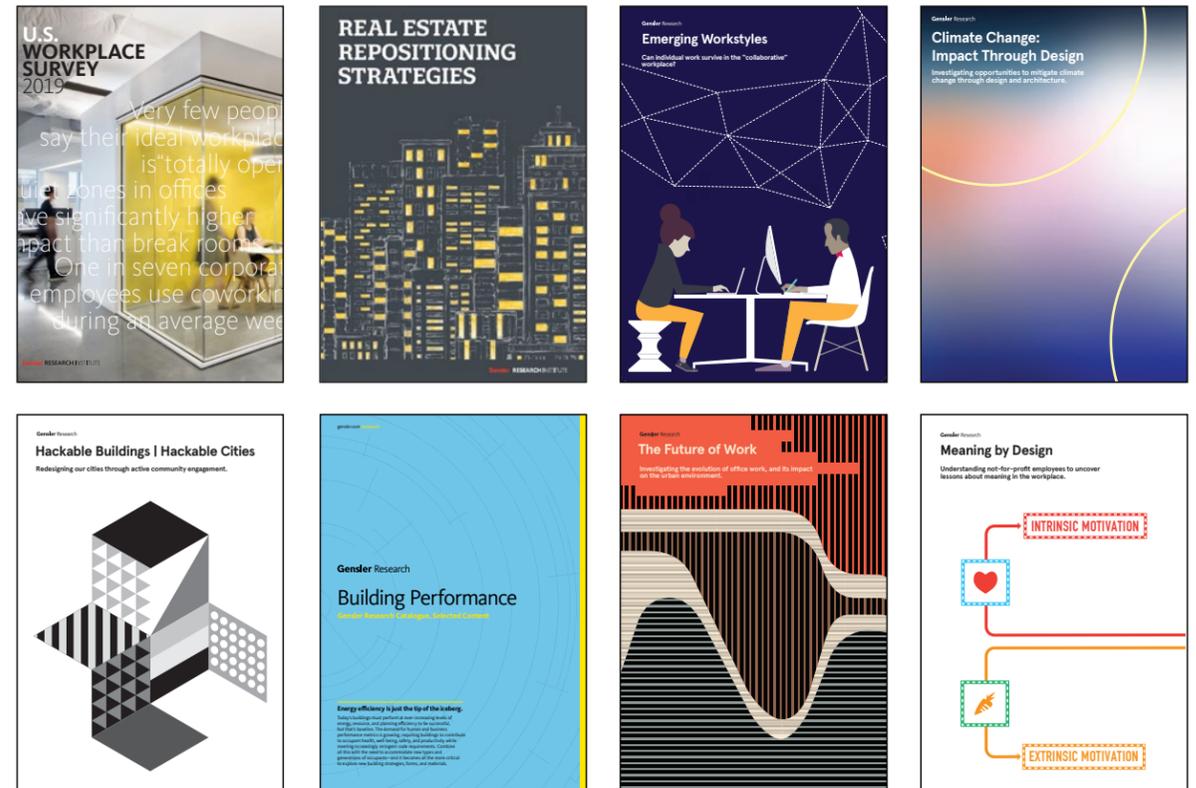
We have a cross-sector approach.

Our cross-sector approach is the single most important qualification we bring to you. Gensler has an impressive depth of qualifications across our 23 practice areas. And with today's buildings combining work, live, and play elements, our clients can benefit from the integration of talent and knowledge in our multiple practices.



We are research-driven.

One size does not fit all. We are constantly driving the discussion on trends by funding internal research initiatives—including the Workplace Survey and Workplace Performance Index—to grow our knowledge of tenant market needs and how these vary by industry. Gensler's research tools generate designs conceived from the inside-out with a higher leasing velocity and ROI.



We understand the trends driving the future of office buildings.



Talent Seeks Authentic Places

Buildings that tell a purposeful story—reflecting local culture and context—create a distinct tenant experience while respecting and enhancing their surroundings.



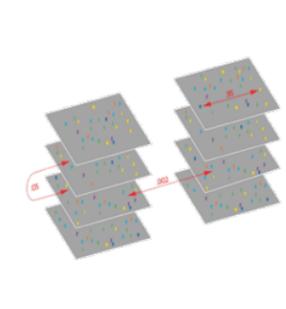
Community Catalyst

Whether it's an adaptive reuse or new mixed use, choosing underserved neighborhoods can spur surrounding real estate development, while showcasing social responsibility to talent.



Talent Needs Connectivity

Large, open floorplates provide a more connected, collaborative environment that reinforces a common culture, fosters innovation, and attracts top talent.



Connectivity is Flat

The probability of knowledge exchange is proportionally related to the proximity of coworkers. There is a 95% probability on the same floor.



Time: The New Commodity

People embrace ultra-convenient lifestyles that integrate work and play and are willing to pay a premium for places and services that save time.



The Amenities Arms Race

Employers are one-upping each other to find the latest amenity. Barbershops, indoor basketball, and food halls are just the beginning. Keep up or lose a competitive edge.



Creating a Vibe

There's a need to provide third spaces that are destinations in themselves. Day-to-night places draw in the community, which in turn ups the cool factor of their building.



Urban Centric Experience

Shift to sites adjacent to transit hubs, urban edges of cities, and renewed urban industrial sites brings corporations closer to top talent, universities, and business partners.



Connectivity is Proximity

A vertically-connected building also improves organizational and visual awareness and the opportunity for chance encounters, reducing the pressure on building infrastructure.



Talent Demands Choice

Innovators use a greater variety of workspaces in and out of the office. Workplaces must expand autonomy and workspace choices across the organization.



Talent Seeks Uber-Personalization

With IoT, cloud-based apps, and human sensors, talent can directly tell the building what they want, when they want it, and where they want it.



Dynamic Developments

By crafting a live/work/play tenant mix, developers create 24/7 walkable neighborhoods and increases land value, no matter the location



Sustainability Drives Returns

Green buildings have proven to be more valuable assets than conventional buildings, with a global average value that is up to 19% greater than their peers.



The Future is Driverless

Autonomous vehicles will be a game changer and they are coming sooner than you think. Developers risk missing the opportunity that determines the future use of the 5 million parking spaces in the U.S.



Unlocking Building Value

With large stocks of obsolete buildings in established urban districts, opportunities exist to transform them into valuable tenant and revenue generators that breathe new life into these outdated buildings.



Wellbeing is Performance

Implementing wellness programs that encourage mental wellness, fitness, and outdoor access decreases sick days and boosts happiness and productivity.



What We Do

500 West 2nd Street GreenWater Office Tower

Austin, TX

An iconic new high-performance tower connects two of Downtown Austin's most vibrant districts while setting a new standard for commercial office building design in the city.

As part of the largest privately developed project in Austin's history, 500 West 2nd Street is a 29-story commercial office tower that redefines the Austin skyline. It also redefines what it means to work in Downtown Austin. The building responds to its urban setting with retail spaces on the first floor flanking either side of the boutique building lobby.

Ten-thousand-square-feet of retail on the ground floor hold two significant restaurants, bringing out the life of the street with outdoor dining, a common characteristic of the 2nd Street District. Inside the lobby, contextual elements such as limestone, hand-forged bronze panels, and reclaimed-wood flooring give the building a distinct "Austin" vibe. The tower features a number of amenities unlike any other current office building in the Austin Central Business District.

Offering a unique connection to the outdoors, seven "sky garden" terraces on various floors capitalize on the inspiring views of Austin's Lady Bird Lake and Hill Country. The tie to Austin's outdoor culture, emphasis on the outdoor spaces, and access to fresh air are key features of the project and are now a standard for new office projects in Austin.

500 West 2nd Street is LEED Gold Certified and Austin Energy 3-Star Certified. The tower is connected to the City's reclaimed water system and saves 75% of the potable water that a typical office tower would use in a year by not using any potable water for irrigation or flushing of restroom fixtures.

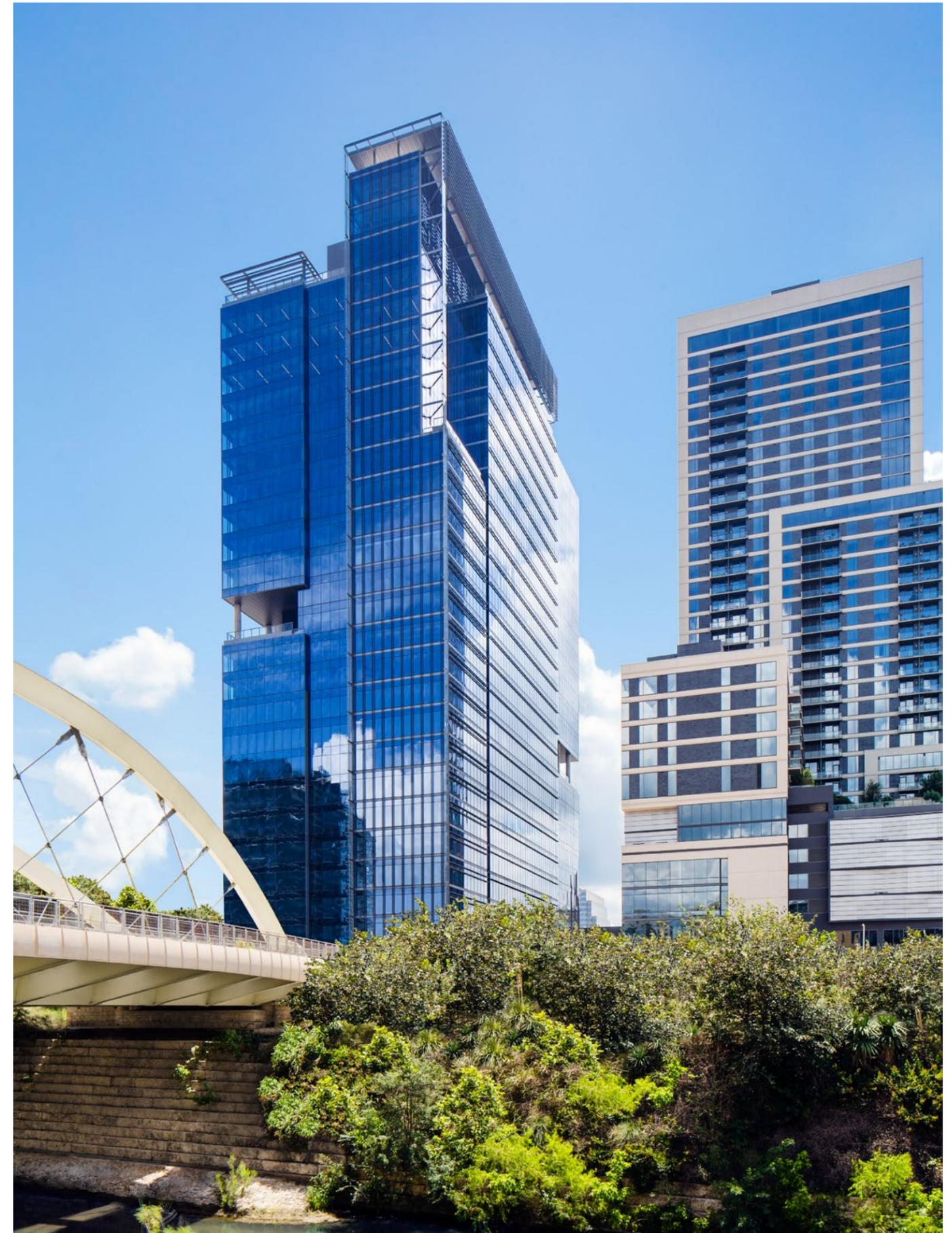
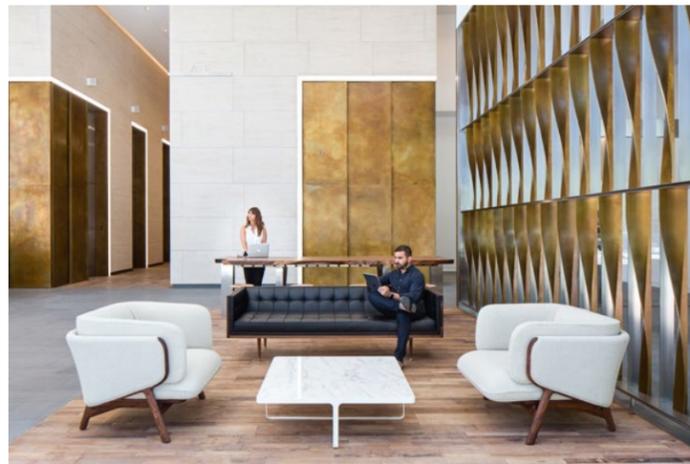
527,000 sq ft

Completed 2017

Services Provided

Master Planning
Architectural Design
Interior Design
Environmental Graphics
Signage & Wayfinding

LEED Gold Certified



6 X Guadalupe

Mixed Use Tower

Austin, TX

A true-mixed use vertical tower, 6 X Guadalupe embodies the live, work, play mentality at one of Austin's most famous intersections. Office, residential, and retail combine together in a high-end tower that offers unsurpassed location, amenities, and quality.

6 X Guadalupe aims to create a new urban experience in Austin: an integrated, stacked microcosm of uses joining luxury residential, Class-A office, and ground-level retail. The combined mix of programs results in an upscale building in downtown Austin that is transformative for the skyline, for the building tenants, and for the Austinite at the street level.

The tower is defined by its location in Austin's urban core and architecturally is an expression of its uses. Form follows function, with what is essentially three buildings stacked on top of one another visually threaded together with a single column of glass from grade to crown. The Texas Capitol view corridor shapes the buildable area of the tower and the outdoor amenities that take in the view of the historical dome and the surrounding lakes and hills.

At each change of the program stack, the building terraces move back in response to program and massing, providing transformative outdoor spaces for the office and residences. The shape of the floorplate and placement of the core gives tenants ultimate flexibility. Part of the floorplate has traditional core-to-perimeter specs while the other half offers deeper depth to support more expansive open workspaces that creative office tenants desire.

Because being outdoors is part of the Austin lifestyle, it was essential to offer quality outdoor amenities to help attract and retain tenants. Gensler's design takes the outdoor amenities to the next level by place a large park and green space atop the garage podium. The green terrace has two tiers: the lower portion is a shared building amenity, while the upper level can be dedicated to a single tenant as private outdoor use. This expansive green space has a dual function as a sustainable element, providing stormwater management. Additionally, every level of office has access to outside space amounting in over one acre of total green space spanning across multiple balconies and terraces.

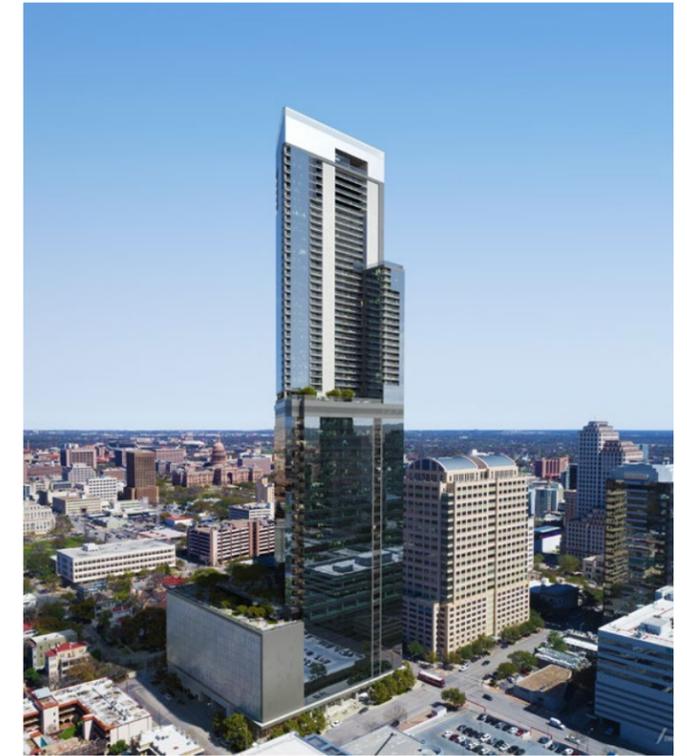
The upgraded amenities continue down in the building lobby, designed to be an extension of the office and serving as a type of coworking space where different tenants can work and mingle. The ground-floor retail activates 6th Street and creates an engaging pedestrian experience. The glassy and open retail is extended into the lobby and is integral to the lobby experience. 6 X Guadalupe is a new level of quality and is set to become the tallest building in Austin.

2,351,000 sq ft

Estimated Completion
2022

Services Provided

Architectural Design
Interior Architectural Design
Brand Design



Third + Shoal

Commercial Office Tower

Austin, TX

Perched on the banks of Shoal Creek, Third + Shoal brings everything we love about Austin to the city's newest workplace. Zoning codes constrain the project to a unique building envelope, creating a tiered form with series of terraces overlooking the water.

As Austin's first tower seeking LEED Platinum Certification, Third + Shoal sets a new environmental standard for the Texas capital. A 200+ bicycle storage space with showers and changing rooms integrates Third + Shoal with the Downtown Bikeway.

The "warehouse," loft-like spaces are defined by double-height mezzanine levels that populate the upper stack of the tower. Terraces extend the warehouse effect and create a classic Austin, Texas back porch vibe that so many local tenants crave. The walls open, and the spaces bleed out onto the back porch. In total, eleven outdoor balconies overlook Lady Bird Lake, and a 4,000 square foot common roof terrace captures views of Lady Bird Lake and the Austin Hill Country.

The lobby's contemporary look celebrates the iconic Austin vibe by incorporating design elements inspired by Texas Hill Country architecture and Austin's historic Warehouse District. Restaurants positioned on either side of the entrance space activate the lobby throughout the day and incorporate Austin's vibrant culinary scene.

On the exterior, vertical strips of LED lights accentuate the building's fins at night. The lighting design emulates a waterfall which cascades into the multiple balconies before reaching Shoal Creek below.

374,000 sq ft

Completed 2019

Services Provided

Architectural Design
Interior Design
Brand Identity
Signage & Wayfinding
Feasibility Studies



Block 164

Office Tower

Austin, TX

Acting as a neighborhood anchor in downtown Austin's health innovation hub, Block 164 integrates sleek urban design with sprawling outdoor spaces.

Kickstarting the redevelopment of the former Central Health Brackenridge campus, Block 164 features 17 stories of Class-A office space in the heart of downtown Austin's emerging Innovation District. Bordered by Waterloo Neighborhood Park and the Texas State Capitol on the west and Dell Medical School on the north, Block 164 forms an integral part of a larger community designed to foster life sciences innovation in Austin.

To clarify circulation, Red River Street, which runs diagonally along the western border of Block 164, is transformed into a new pedestrian promenade. This creates a new amenity for both the building tenants and public alike and provides a new pedestrian access point from Waterloo Park. The site's triangular shape creates pockets of outdoor space that form vibrant plazas surrounding the office tower.

The west plaza features a shade structure and flex lawn for lunch breaks and after hours socialization. Retail patios on the north and south end connect to ground floor shops and restaurants to create an activated environment. The north and south plazas offer convenient drop off zones, with five floors of below grade parking available. Unused parking spaces can accommodate overflow parking for local events. The first level of below grade parking features a fitness center facing Waterloo Park to offer convenient access to showers and bike storage.

The office tower features an elegant curved façade sheathed in glass to offer unobstructed views of Waterloo Park and the capitol. Lofty lighting slots rest on the crown of the building, bathing the office in a soft glow visible from the interstate. Fins studded with point lights extend along the height of the building to dramatize its sleek edges. To maximize sustainability, patterned glass improves solar performance while horizontal fins enhance mechanical performance.

Neutral colors and natural materials elevate the entry experience. A wood slatted wall curves its way through the lobby, skimming over elegant green Broughton Moor slate floors. The lobby features a cascading ceiling with cove lighting that highlights the graceful curvature. Custom strip lights cut through the crisp white marble of the elevator lobby, signaling the arrival of the elevator cabs, which continue the theme of curved wood walls and green slate flooring. A lounge area sits off of the lobby, offering a collaborative workspace with panoramic views of the plaza.

714,500 sq ft

**Estimated Completion
2022**

Services Provided

Architectural Services
Interior Architectural Design
Lab Planning
FF&E
LEED Documentation/
Coordination



Domain 10, 11, and 12

Austin, TX

The Domain represents an incredibly successful mixed use development in Austin, blending the benefits of suburban and urban design into a dynamic destination for Live | Work | Play. The challenge of Domain 10, 11, & 12 is to integrate into the mix while still standing tall among the rest. This concept captures this blend creating a true best-in-class commercial office development capturing the spirit of the Domain and Austin, Texas.

The bold program for Domain 10, 11, and 12 create a new pinnacle for the development, and a symbol for the continued success of the Domain. These office buildings are bound together with the overarching concept of connectivity—not just by their proximity to one another, but also with their complementary look, feel, and specific siting.

Creating their own district, they form a natural terminus to Rock Rose Ave, the main entertainment street at The Domain, providing easy access to restaurants, bars, and shopping. The paseo at Domain 10 draws pedestrians through the building and out to the pond and walking trails beyond.

Utilizing a podium strategy allows the parking structure to tuck under the tower structures. This creates opportunities for a variety of street activations for retail and restaurant uses. The podium type structure increases the height of the building, strengthening Domain 10, 11, and 12 as visible icons and eliminating the risk of office-on-garage views. The center core facilities provide efficient programming combined with open flexibility for a variety of tenants, from financial and legal to cutting-edge tech and creative tenants.

A green roof terrace and amenity level takes advantage of the podium roof to create an amenity second to none. Connections to the outdoors are essential to the Austin lifestyle and the city's Class-A office spaces. Beyond the green terrace, each office level has balconies and decks, further capitalizing on the spectacular city views.

Finally, a high performance curtain wall with aluminum shade fins gives the buildings a true contemporary, 21st century presence. The orientation of the fins mitigates the impact of solar heat gain. Horizontal articulation blocks Southern solar impact. Composing the design of the curtain wall will give the development its edge among the rest, and prime the project for advanced LEED certification.

The buildings each have their own unique character. Domain 11's hospitality-oriented coworking spaces bring people together to work, while Domain 10's more minimal aesthetic appeals to tech clients. Other building amenities include locker rooms and secured bike rooms.

900,000 sq ft (combined)

**Estimated Completion
2020**

Services Provided

Architectural Design
Master Planning
Urban Design
LEED Consulting



Fairmont Austin Hotel

Austin, TX

Austin has become a preeminent tourism destination, hosting such national events as the annual South by Southwest Conference and Festival and the Formula 1 United States Grand Prix, among others. These enormous events, along with the city's numerous other attractions, draw some 20 million visitors to Austin each year.

With demand for more adequate hotel accommodations and convention space reaching all-time highs, Gensler was presented with the opportunity to team with hotel developer Manchester Texas Financial Group to design a new hotel that would not only satisfy the need, but in doing so, bring a hospitality experience to Austin unlike anything previously found in the city.

Located on a 1.74-acre site at the corner of Cesar Chavez and Red River Streets, directly adjacent to the Austin Convention Center, the Fairmont Austin Hotel consists of a 37-level hotel tower that features 4-star luxury accommodations. Four below-grade levels contain parking, administrative offices and service areas for the hotel. The building podium contains the hotel lobbies, various restaurants and bars, a food court, ballrooms, meeting rooms, pre-function space, and service areas. Level seven features two outdoor pools with cabanas, an outdoor bar area, a fitness center, and health spas. A sky bridge connects the tower's second level with the Convention Center across Red River Street.

The Fairmont Austin is currently the third tallest building in the city, and dramatically changes the Austin skyline. It contains more than 1,000 new guest rooms and the kind of meeting and support space the city has long-awaited in order to attract more large-scale events that will continue to boost the region's economy.

Sustainable strategies such as building orientation, high-performance exterior skin with shading devices to mitigate heat gain, rainwater and greywater harvesting, and integrated guest room occupancy monitoring systems, allow the project to achieve the targeted LEED Gold certification, the first hotel in Austin to do so.

1,072 keys
1,370,000 sq ft

Completed 2018

Services Provided

Master Planning
Site Planning
Architectural Design
Interior Architectural Design
LEED Coordination



Moontower Student Housing

Austin, TX

Targeting college students at the University of Texas at Austin, Moontower is an amenity-rich, contemporary housing option with an unmatched location only steps away from the heart of campus.

Taking cues from the requests of today's discerning student, the tower features a multi-function amenity-driven lobby, a co-working style study lounge, an outdoor terrace, and a roof pool deck. Wellness amenities like on-demand spin and a fully equipped fitness center, in addition to shell tenant space for the Longhorn Baptist Student Ministry and a garage with a car-sharing program, all support and enhance the preferred lifestyle of the market demographic.

The amenities were designed to enrich the social and cultural lifestyle of UT students and young families in Austin. The outdoor roof terrace on Level 3 offers meditative areas lush with planters, trees, and benches. The turf deck features a variety of group seating, offering hang-out areas with cacti, festoon lighting, and a screen for watching games).

Adhering to local zoning requirements, the design forgoes tiered setbacks in favor of a cleaner, more vertical façade, achieved by placing the mass of the building farther back in the lot. Views from the street helped to inform much of the design, and the architecture features a framed portal on the rooftop pool deck, adding a focal point to both residents and passersby. Meanwhile, the U-shaped footprint maximizes rooms with windows and views. Living rooms on corner units feature glazing to celebrate clear, unobstructed views of the UT Tower. The facade is made of stucco panels, arranged in patterns to vertically segment the building and create visual interest.

The unit mix ranges from studio to five bedroom layouts, while the majority of unit types have a four bed/four bath configuration. All units share a shared kitchen and living room. Catering to market demand, the program maximizes the number of private bathrooms, with a nearly 1:1 bed/bath ratio. Quartz counter tops, stainless steel appliances, tiled bathrooms, and exposed concrete ceilings give a refined but industrial aesthetic. With a prime location, a host of amenities, and generously sized bedrooms—at a minimum of 9'x10'—Moontower offers a smart mix that appeals to both students and parents.

270,000 sq ft

**Estimated Completion
2020**

Services Provided

Architectural Design
Interior Architectural Design



Elmira at Myrtle

San Antonio, TX

Just west of the San Antonio River and Pearl Brewery, Elmira at Myrtle is a residential mixed-use development which extends the character of Pearl and lifestyle of downtown living to a previously underutilized commercial and light industrial area.

Situated at the edge between the historic Tobin Hill neighborhood and the river, this previously commercial block finds itself at the heart of a burgeoning urban district near to downtown, accessible to the Museum reach section of the river walk and adjacent to the lifestyle amenities of the Pearl District.

The building itself houses 325 residential for-rent units on the upper levels with parking integrated in a screened podium fronted by 14,000 square feet of retail on the ground floor. The design of the building is modulated to fit in its context, both in massing and materials. The expressed podium establishes the scale of the pedestrian experience above which the residential units are grouped in a warm brick cladding which references the materiality of the Pearl and the industrial history of the site.

Large-scale recesses and setbacks help break down the perceived scale of the building as well as a recessed penthouse floor. Inset balconies and material changes are employed to further this modulation of scale at the residential floors, pushing the façade line back in places and thus articulating longer facades.

The building introduces generous streetscapes and a pedestrian realm where little to none currently exists, helping to connect this area, and the neighborhood to the west, to the river and Pearl district. Sidewalks are considerably widened and space is allocated for street trees and a landscaped zone which provides buffer and shade to the pedestrian experience. Further setbacks at the primary retail corners allow space for activation such as outdoor seating.

The project represents a new phase of development in this part of the city which aims to extend the urban development of downtown and draw on the success of neighboring developments to offer high-density residential options.

760,650 sq ft

**Estimated Completion
2022**

Services Provided

Concept Design
Architectural Design



Abu Dhabi
Atlanta
Austin
Baltimore
Bangalore
Bangkok
Beijing
Birmingham
Bogotá
Boston
Charlotte
Chicago
Dallas
Denver
Detroit
Dubai
Hong Kong
Houston
La Crosse
Las Vegas
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Tampa
Tokyo
Toronto
Vancouver
Washington, D.C.

1011 South Congress Ave.
Building 1, Suite 200
Austin, TX 78704
Tel 512.867.8100
Fax 512.867.8101

www.gensler.com

Gensler