In the 1960s, El Segundo made history in aerospace thanks to the insight of its visionary business leaders and engineers. However, with this abundance of large, corporate R&D users, the City lacked office serving amenities. Over the past 10 years, the major El Segundo defense tenants have consolidated and/or relocated outside of California. This tectonic tenant shift has offered developers the opportunity to re-position large “horizontal” buildings into cutting edge, highly-amenitized creative campuses. Today, this coastal city enjoys a diversified tenant base and is a hub for creative innovation in design, technology and new media. Additionally, El Segundo has a thriving entrepreneurial community, and offers immediate connections to primary North/South and East/West corridors. Los Angeles and Santa Monica are within easy reach, and LAX is just minutes away.

In April 2015, SteelWave took advantage of this flourishing market and purchased one of the classic industrial buildings. Now known as INSITE, and located at 2030 E. Maple Ave., the project is a compelling adaptive re-use project. SteelWave’s renovation program has preserved the historical industrial elements and retro feel of the building while providing a modern, state-of-the-art creative working environment catering toward professionals in leading-edge industries. SteelWave retained H3L, a leading design architect experienced with similar transformation, to convert the now obsolete, former Raytheon R&D facility into the South Bay’s most-amenitized creative office campus. The project was very capital intensive and the approximately $11M program included: a complete demo of interiors, new roof, façade, parking field, landscape, and extensive shared amenities including a coffee bar/pantry, fitness facility with showers, bicycle storage and repair, firepit lounge, basketball half court, food truck parking, and a dog run. CBRE’s Bill Bloodgood, Bob Healey and Erin Rierson were hired to assist in the implementation of an aggressive marketing and leasing plan. The project was completed in November, 2016.

**PROJECT HIGHLIGHTS**

- 101,874 rentable square feet, including 22,889 sf of mezzanine, located on a 4.8 acre site
- A prime “horizontal campus” with an abundant parking ratio of 3.75 per 1,000 SF
- Immediate freeway access to the Century (105) and Interstate 405 Freeways, with Los Angeles International Airport (LAX) minutes away
- Striking, contemporary architecture can accommodate tenant needs for large or smaller spaces, while outdoor seating amid eco-friendly landscaping creates a uniquely intimate, campus-like setting
- Extensive windows, solar tubes and skylights permit natural light to flow throughout the interior space at both the ground and mezzanine levels
- An architectural “sky-cut” opens the structure to provide an individual entry point for each tenant
- On-site amenities include a coffee bar/pantry, fitness facility with showers, bicycle storage and repair, firepit lounge, basketball half court, beanbag toss, food truck parking, and a dog run
- Ample green space and indoor/outdoor collaboration areas equipped with Wi-Fi provide opportunities for recreation and relaxation
- Close to El Segundo’s Main Street retail area filled with abundant shopping and restaurant amenities