

FORD MOTOR COMPANY BUILDING - WMG



Project Type: Historic Preservation / Commercial,
Commissioned

Location: Los Angeles, CA

Completion Date: 2019

Our story of this project spans the course of nearly a decade. It began with a derelict historic auto factory and the fight to keep its bones from the wrecking ball and ended with the celebration of a building's new life as a uniquely creative office space to work and thrive.

Located in the Arts District neighborhood of downtown Los Angeles, the Ford Motor Company Factory building was initially built as a five-story office tower and Model T showroom (1913) and a two-story, nearly 300 ft long factory Assembly Building (1923). It was designed by John Parkinson, one of LA's most prolific architects responsible for designing the Los Angeles Memorial Coliseum and iconic Los Angeles City Hall, and George Bergstrom, who later designed the Pentagon. In the 1980s, a simple two-story masonry structure was added at the very end of the Assembly Building to infill the site. The building later hosted several other tenants and, over time, fell into disrepair and neglect.

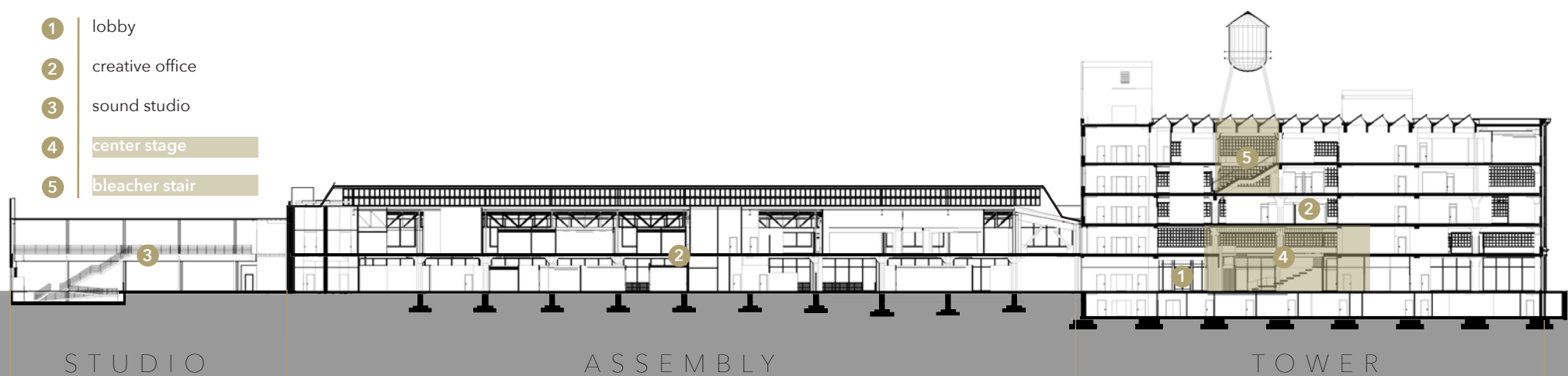
In 2014 our first objective was to preserve the historic architectural fabric and restore the building to a usable state. It included modernizing the building with critical infrastructure updates and making it as energy efficient as possible. Additionally, we created an outdoor linear park and a natural green roofscape. Restoring the building rather than demolishing it resulted in enormous (embodied) energy savings while preserving a Los Angeles architectural icon.

Improvements to the base building core and shell resulted in LEED Gold certification through the USGBC.

The project team's second objective brought this building back to life as creative office space for Warner Music Group as their new headquarters. The historic building and its original (newly restored) daylighting strategies were exploited to help create an open, bright, and spacious work environment. Likewise, the design team strategically cut floor openings at two locations of the Tower. One, to create a Center Stage for WMG music performances and corporate gatherings. The other, beneath the historic saw-toothed skylight and its natural daylight to connect the two floors with a Bleacher Stair for communal gathering and collaboration.

Today, the building is a thriving work environment housing all 7 of WMG's record and publishing groups under one roof. The restoration and design process were an epic endeavor and collaboration to get to where we are today. The results are a beautiful co-joining of both historic and modern.





- 1 lobby
- 2 creative office
- 3 sound studio
- 4 center stage
- 5 bleacher stair
- 6 entry
- 7 linear park
- 8 commissary
- 9 parking structure



0' 32' 64'



SITE + FLOOR PLAN

Natural Daylighting

Restored historic sawtooth skylights, large steel windows, and Assembly Building clerestory provide ample **indirect lighting** throughout the day.

Bright White Roofs

Indoor temperatures kept cool by reflective roof color. **High solar reflectance** index requirements are met by 100% of the building roof surface.

Sustainable Materials

Materials such as concrete are sourced from manufacturers as close as **5 miles from the site**. Recycled materials range from steel to building rebar, metal studs, etc...

Salvage Historic Structure

Tremendous amounts of **embodied energy** saved by reusing 83% of existing structure and envelope elements, such as glazing and mushroom cap columns, etc...

Park + Green Roof

Plentiful access to **outdoor space** as well as lounging and greenery space with an abundance of **native plants**.

Hot-Water Plant

Very high efficiency **condensing boilers and pumps** with variable frequency-drives serves variable-air-volume zones.

Alternative Transportation

22 inverted U **bike racks** allow for 44 bikes to be parked in the new garage approximately 70 yards from building entrance.

Public Transportation

Two **MTA bus routes** stop within 0.1 miles of the building.

PV Automobile Charging

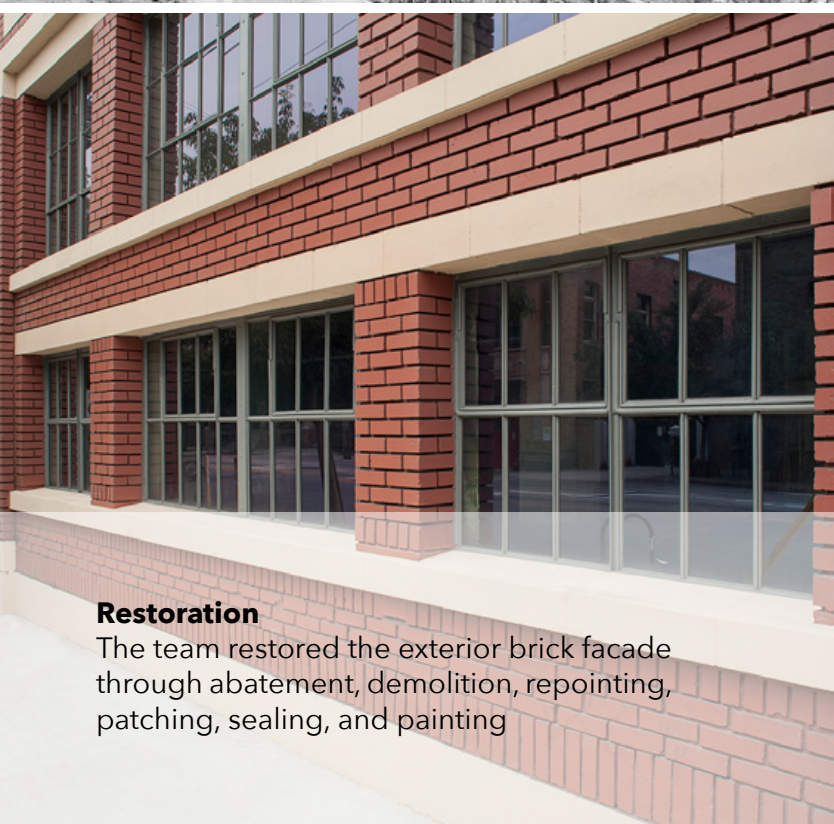
Solar panel array supplements power necessary to recharge e-vehicles.

Water-Efficient Landscape

Landscaping and **irrigation system** achieves a 65.28% reduction in total water used for irrigation. Climate Logic Weather Sensing System and Irrigation Controller used in conjunction to attain a 0.7 Controller Efficiency Factor for surrounding landscapes.



S U S T A I N A B L E D E S I G N S T R A T E G I E S



Restoration

The team restored the exterior brick facade through abatement, demolition, repointing, patching, sealing, and painting



Hidden Treasures

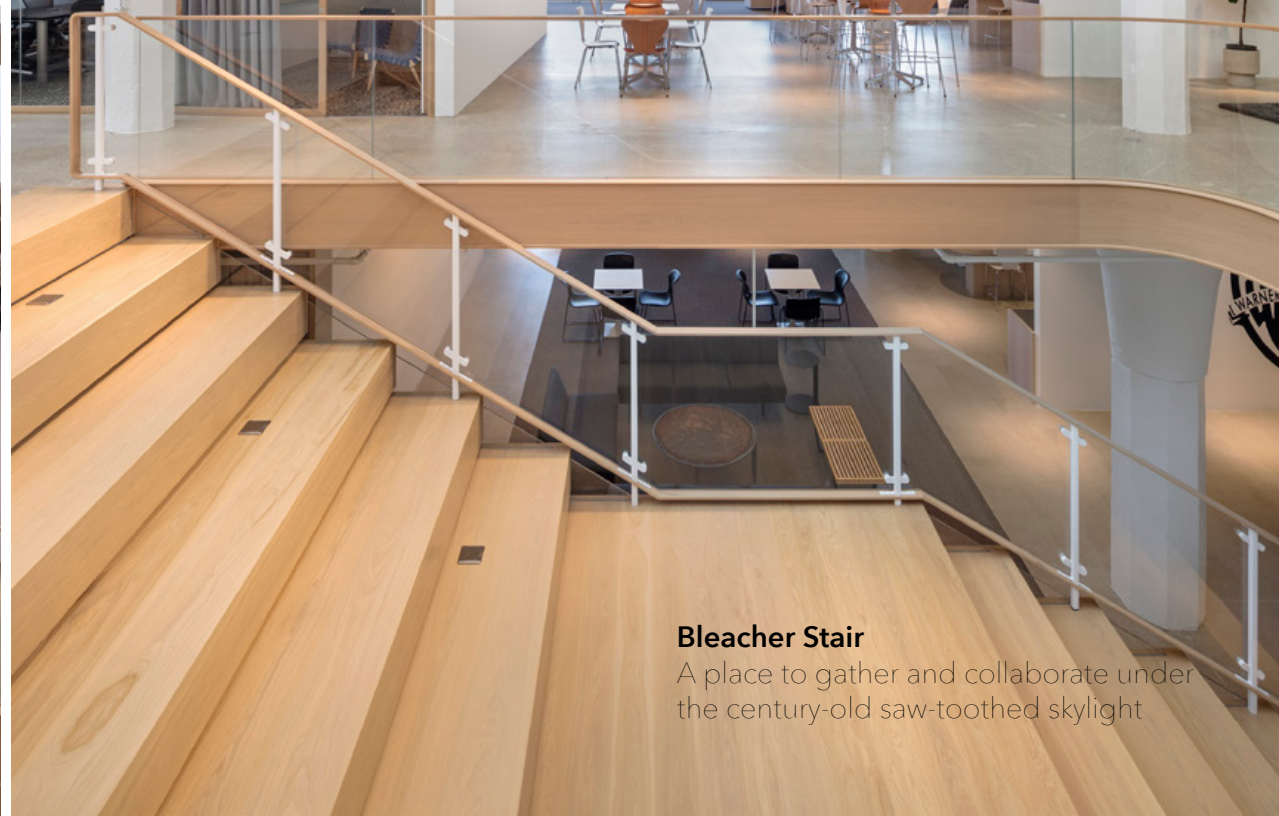
We restored historic industrial windows by repurposing existing windows "found" behind or entombed in granite or stucco walls, corrugated metal panels, and drywall on metal studs during the demolition





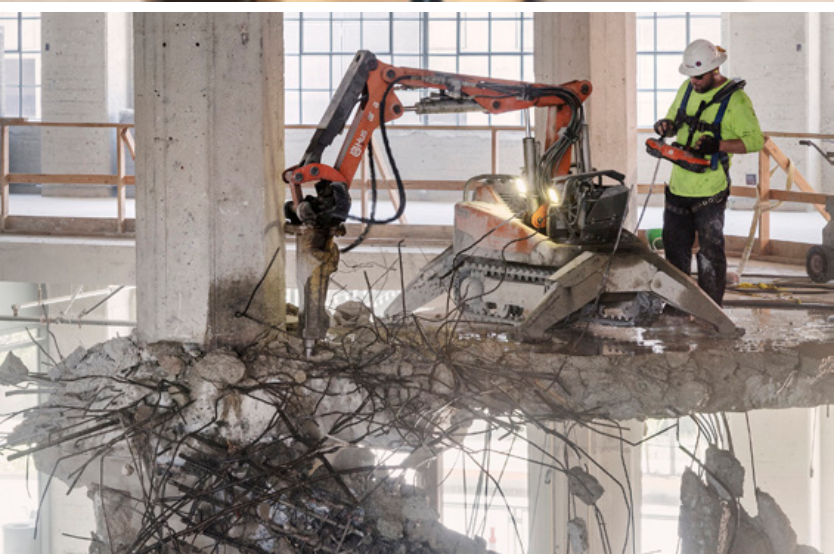
Natural Daylight

The place where model T cars were assembled nearly a century before is celebrated today through its new use as an open office space



Bleacher Stair

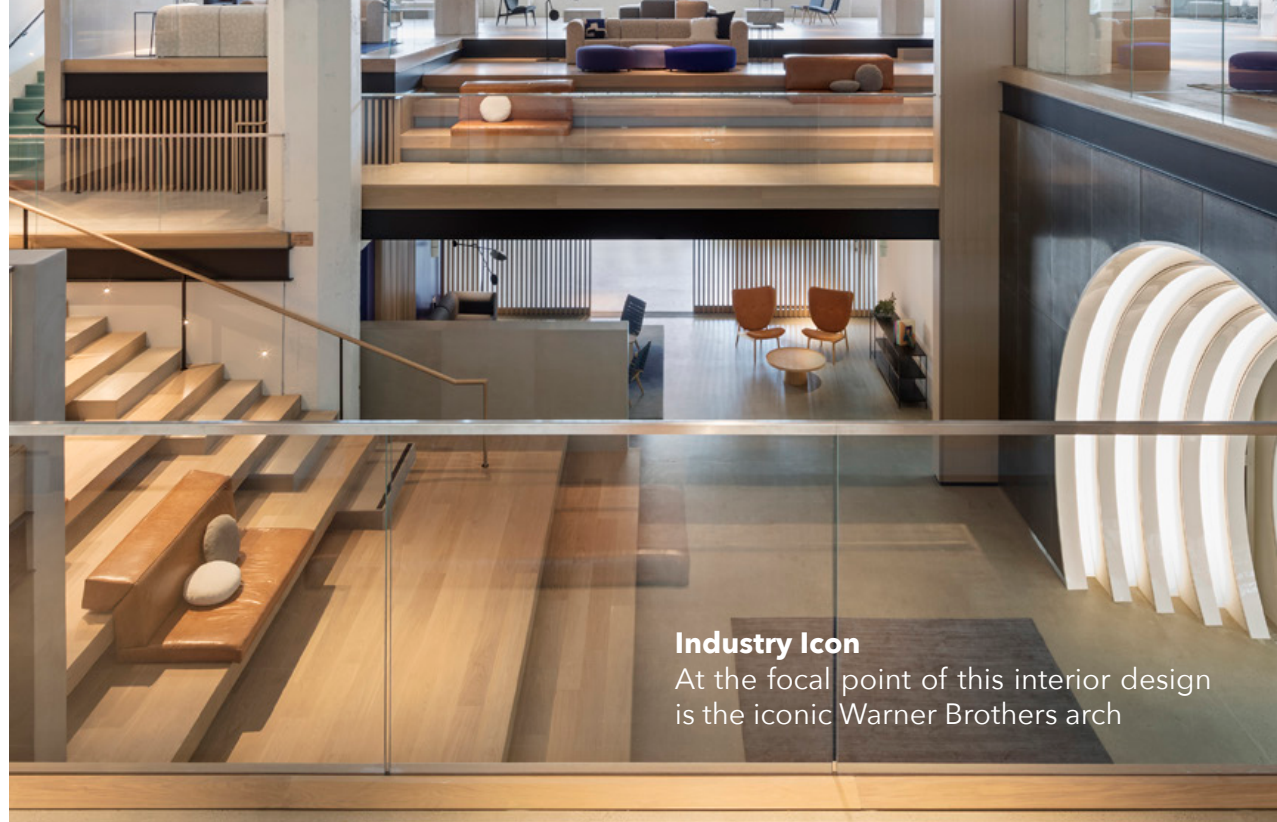
A place to gather and collaborate under the century-old saw-toothed skylight



Center Stage

A cut floor opening creates a place for WMG music performances and corporate gatherings





Industry Icon

At the focal point of this interior design is the iconic Warner Brothers arch



THANK YOU FOR YOUR CONSIDERATION