



KCET-TV Makes a Strong POINTE about the Tri-Cities Office Market

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KCET-TV, the venerable independent LA television station, has inked a new lease for 58.2k Sq. Ft. of space at The POINTE, the landmark, Class A Office Tower located at 2900 Alameda in Burbank's Media District. The 11-year transaction gives the broadcaster the entire fifth floor and half of the sixth floor at the 485k Sq. Ft. high-rise. Terms of the lease were not disclosed, but brokerage experts familiar with the Burbank market valued the deal at about \$25 mil.



Earlier this year, KCET sold their historic 4.5-acre studio on Sunset Boulevard in Hollywood to the Church of Scientology. They will take occupancy of their new space in April of next year. The new location will include two production studios and nearly all new state-of-the-art equipment.

The transaction, one of the largest office relocations signed this year and one of the few relocations of an operational television station in the past 10 years, was brokered by a number of veteran CBRE pros. CBRE's Tom Cherry, Will Adams and Paul Stockwell represented KCET in the lease transaction, as well as in the sale of their Hollywood studio. CBRE's Todd Doney and Nico Vilgiate, along with Worthe Real Estate Group, represented the landlord, Catalina Media Development, LLC.

Michael White of Gensler will be handling interior architecture duties for KCET. Steven Claman and Ryan Iwasaka of Greenberg Glusker Fields Claman & Machtinger LLP provided legal services to KCET.

The POINTE, which received LEED Gold certification last year, is located on Studio Row within walking distance of Disney/ABC, NBC Universal and Warner Bros. Developed by M. David Paul Ventures and managed by Worthe Real Estate Group, the 14-story, high-rise represents the first phase of the 44-acre entertainment campus, formerly owned by NBC/Universal and home to shows like The Tonight Show with Jay Leno, Access Hollywood, Days of Our Lives and KNBC 4 News. Other

tenants in The POINTE include DC Comics (part of Warner Bros) and Outlook Amusements.

Geared toward entertainment industry and new media tenants, The POINTE, together with the former NBC Burbank Studios, currently encompasses over 1.6 msf of existing improvements, eight sound stages and 165 Sq. Ft. of warehouse space, with the ability to develop over 1.5 msf of additional entertainment-related facilities. The building features ten-foot floor-to-ceiling glass that maximizes panoramic views of the Burbank Media District and will include such high-end amenities as a state-of-the-art, tenant-exclusive 24-hour health club and first floor cafe. The POINTE also features three acres of landscaping and plaza areas.

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