



SUGAR LOCKS UP SWEET DEAL IN CULVER CITY'S HAYDEN TRACT

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In a recent lease comp from Culver City, Sugar Publishing Inc., a privately owned media company that produces a network of blogs and ecommerce sites for women, inked a deal for 15.3k sf at 3525 Eastham Ave, west of La Cienega Ave and south of National Blvd in the city's Hayden Tract area. Sugar follows Mahalo Inc., another digital media company, who leased 13.3k sf last November at the same property and also left Santa Monica in search of more affordable creative offices.

The property is owned by PMI Properties, who was repped in the deal by David Wilson of Lee & Associates. According to Jeffrey Palmer of PMI, "PMI originally designed 3525 Eastham for software and web based companies that need high density while maintaining a creative environment; although the design works very well for entertainment companies as well. The 24 foot soaring bow-truss ceiling, multiple oversized glass roll-up doors and numerous skylights help create a sense of spaciousness even with very high employee counts."

Matt Brainard of Studley represented Sugar Inc. in the transaction. Sugar Publishing is expanding in LA from their existing San Francisco & New York locations. The women's media company has 20 million unique users who enjoy Sugar's addictive content, unmatched shopping experiences and robust social community. The company has two business segments focusing on original content and commerce with a portfolio of brands including PopSugar, FabSugar, BellaSugar, FitSugar, GeekSugar, PetSugar, and PopSugar Retail Therapy.

Culver City has become one of the best Westside alternatives to Santa Monica for creative space at significantly lower rents. The area is now a hotbed for entertainment and media companies due to its prime location on the Westside, its new restaurant and art scene, and its plentiful supply of converted warehouses.

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