



## HOEFER WYSOCKI CREATES A ONE-STOP DESIGN SHOWCASE

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### KEY PLAYERS ▼

#### Architects:

Hoefer Wysocki Architects

#### General Contractor:

Pinnacle Construction Group

#### Mechanical and Electrical Engineers:

Antella Consulting Engineers

Hoefer Wysocki Architects (HWA) looked throughout the metropolitan area for a space to expand and consolidate. But ultimately, the selection of a single space to replace its two spaces on the Country Club Plaza was a no-brainer.

In September, the firm moved into an 18,400-square-foot space on the fourth floor of Pinnacle III, one of four Class A office buildings in Leawood's Pinnacle Corporate Centre.

Daron Bennett, director of marketing for HWA, says the new location allows the firm to show off its full range of services because its architects master-planned the office park site and designed all four buildings. And of course, prior to the recent move-in, the firm designed the interior for its new space in Pinnacle III.

"I had to convince them [that Pinnacle III serves as a great showcase for HWA]," says Ken Block, a principal of Block Real Estate Services LLC who leads the investment group that developed and owns Pinnacle Corporate Centre. "But once they bought into that, they agreed that it can't get much better."

Block's group bought the land for the office park from previous owner Paul Goehausen. Block brought in HWA to design Pinnacle I more than five years ago and says he's been pleased with its ability to place the park above the rest of the Johnson County office market.

Kevin Berman, who designed all four Pinnacle buildings and the tenant finish work for HWA's new space, "has a really, really excellent eye for design," Block says.

## A ONE-STOP DESIGN SHOWCASE

Berman says his goal for Pinnacle Corporate Centre was to design “a park with a high level of sophistication to complement the city of Leawood, with office buildings that could hold their own in any city in the United States.”

“Leasing agents come into this [Pinnacle III] building and feel like they’ve walked into the nicest building they could find in [Washington,] D.C.,” he says.

Block says HWA came up with the idea for elliptical-shaped lobbies that connect the two ends of both Pinnacle II and Pinnacle III. And together, he and HWA’s designers selected the granites, hardwoods and other high-quality materials for the buildings’ common areas.

For the lobby of Pinnacle III, the architects suggested rich burgundy granite flooring with white veining, which Block initially worried about. “But with the way we brought through the lighter colored granites and some of the darker granites, it ... makes it very elegant,” Block says. “And it really looks good with the cherry wood that we use on the walls.”

Berman says his goal in designing the interior for HWA’s new space was “to demonstrate the continuity of the architectural vision between [the common spaces in] this building and our space.” HWA’s offices, which contain an elliptical space that connects its entry with its main conference room, utilizes materials like glass, porcelain tile and Armourcoat polished plaster to achieve a more contemporary interpretation of the theme established in the lobby.

“Downstairs, with its traditional and columnar treatments, is very corporate and appeals to a broad market,” Berman says. “Then people walk into our space and they see architecture. They see the future. They see contemporary use of materials and palettes. But the connection between the two is unmistakable.”

One thing that the HWA design falls short on is the type of whimsy that many architectural firms build in to advertise their creativity, Bennett acknowledges. The HWA look, he says, is more reflective of the types of warm, comfortable and inviting spaces it designs for its bread-and-butter clientele in the health care, public safety, judicial and military markets.

But that’s not to say the space doesn’t have pizzazz. Among the many collaborative areas is a large spot at the east end of the fourth floor that will be furnished with moveable partitioning that will allow the area to be separated into two rooms, the Veranda and Terrace rooms. Adjacent to a contemporary kitchen, the area features a bank of windows that open onto an outdoor balcony. It also features an edgy 8-inch-high wall base of rolled steel. And its rich, Sideways-brand flooring, manufactured by Smith & Fong Co., turns heads with its nontraditional cross-grain, rotary-cut hardwood veneer.

Made from urea formaldehyde-free materials, the flooring is one of many green features incorporated in the redesigned space. Others include an abundance of daylighting, motion detectors to turn off lighting in rooms that aren’t being used, and recycled materials, including those contained in the Bentley Prince Street carpets used throughout the offices. In addition, most of the furniture used in the space was brought over from the previous locations.

Berman says that being the lead designer for his company’s new address was one of his more intimidating assignments given that “there’s a lot of cooks in the kitchen” and “a lot of ego” in the architectural industry. But he got around any issues by incorporating “a lot of healthy collaboration.”

“If you’re a good listener,” he explains, “then when you’re moving your pen around, you’re not just thinking about what you would do. You’re thinking about what everyone else would like also.”



Berman says he is pleased with the outcome, which represents a quantum leap from the space in downtown’s Gumble Building, where he became Mitch Hoefer and David Wysocki’s first employee 15 years ago; the firm now has 70 employees. “And when they came in the [new office] for the first day,” Berman says, “they felt like they needed to put a suit on. Now, it just felt like a different class of space, and that has a lot to do with the character of the space, not just being in Leawood.”

Block says HWA’s designs contributed to occupancies of 95.6 percent for Pinnacle III and 100 percent for Pinnacles II and IV. Pinnacle I is 93 percent occupied, but 22,000 square feet will be vacated on its second floor when United Parcel Service’s lease expires in June.

“So that will be a unique opportunity for somebody to get into one of the top buildings of their type in Johnson County,” Block says.

In addition to the architectural features, he says the Pinnacle buildings feature the best data availability in the market, Energy Star ratings and other technological advancements, including digital building directories programmed to include tenant information, news tickers and weather information.

“Whenever we have somebody interested in a building,” he says, “it does make it easy for us to say, ‘Look, let’s go over and look at a building we did [in Pinnacle Corporate Centre]. It’s pretty hard, after we take a client over there, for them not to believe that we’re capable of doing whatever deal is out there.’”



1: The Partners Room, flooded with daylight, is one of eight named spaces used for private meetings, collaboration and employee amenities.

2: Each workspace is afforded generous daylight and combines some visual privacy with an open atmosphere to enable communication among project teams.

3: The main lobby features elegant and artful finishes of tile, wood, glass and custom wall coatings, evoking Hoefer Wysocki’s signature architectural design.

4: Hoefer Wysocki’s 70 employees recently moved into an 18,400-square-foot space on the fourth floor of Pinnacle III, a building within Leawood’s Pinnacle Corporate Centre.