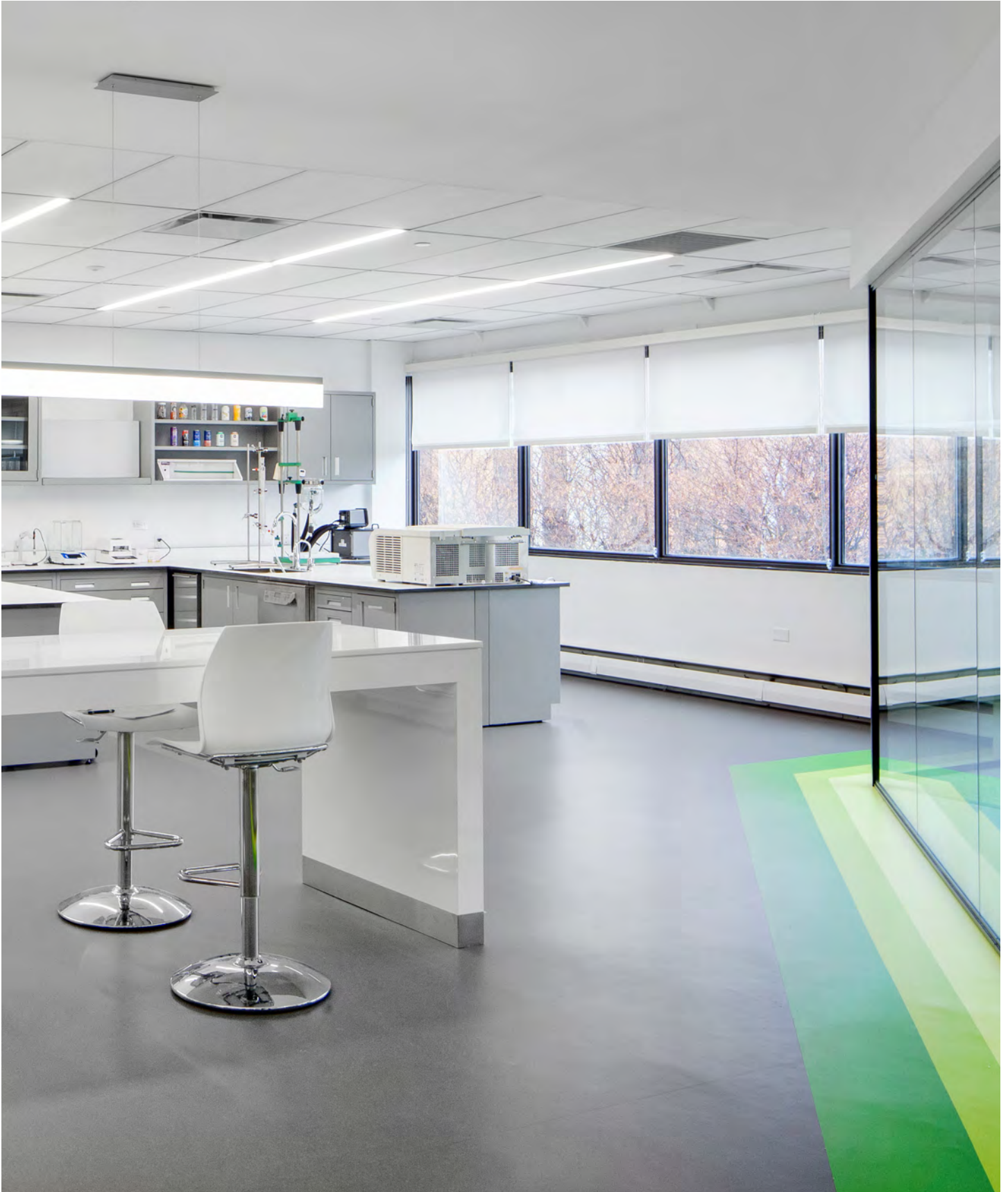
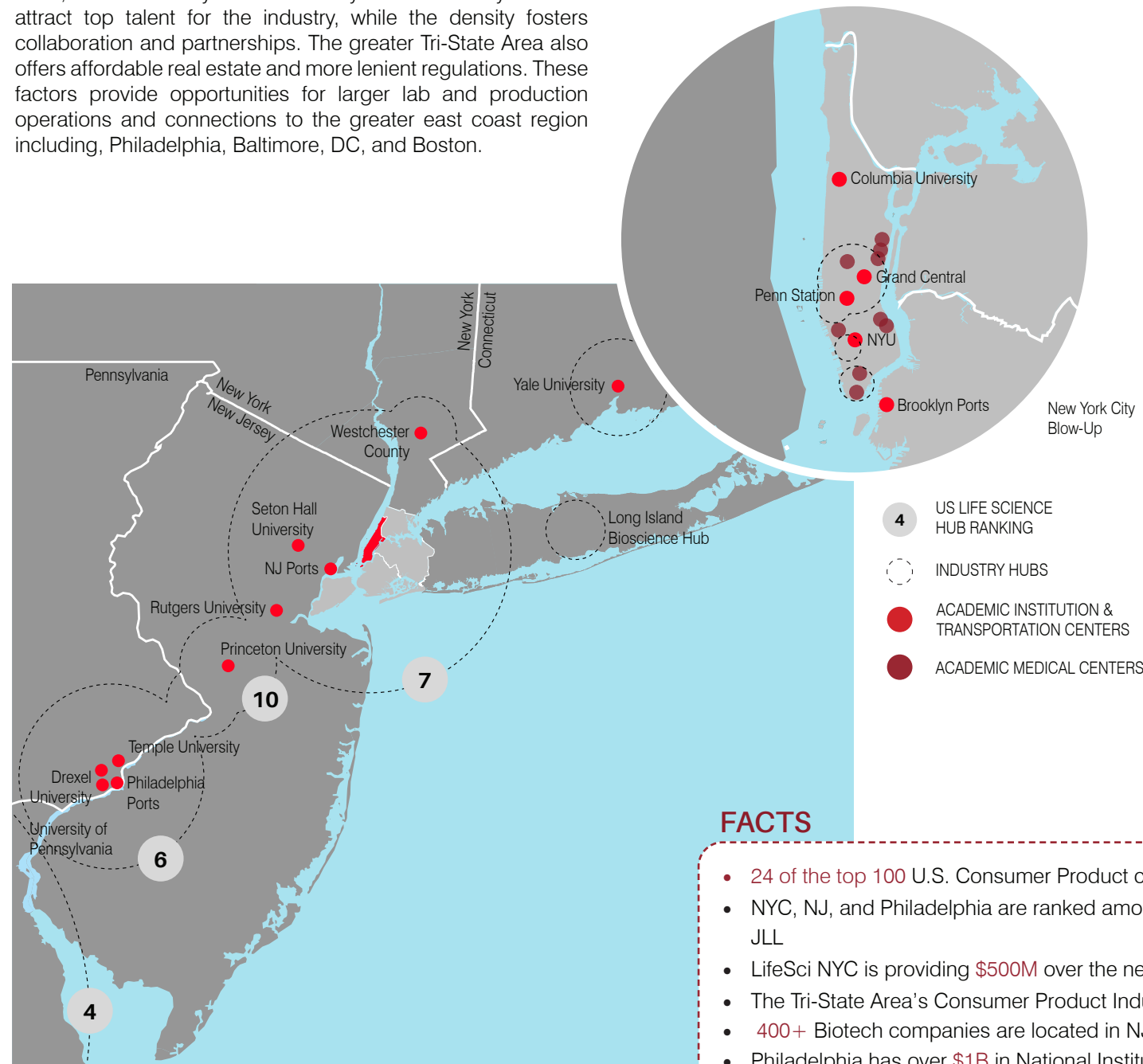


Repositioning for the Life Science & Consumer Product Industries



The Pull - New York City & the Tri-State Area

Over the years, a great deal of Life Science and Consumer Product companies have called New York City and the surrounding Tri-State area home. The New York Tri-State Area offers many benefits to these industries that allow them to thrive. The overall presence of academic institutions, transportation hubs, New York City with the lifestyle and diversity it offers attract top talent for the industry, while the density fosters collaboration and partnerships. The greater Tri-State Area also offers affordable real estate and more lenient regulations. These factors provide opportunities for larger lab and production operations and connections to the greater east coast region including, Philadelphia, Baltimore, DC, and Boston.



Repositioning Real Estate

We are in an unprecedented time as Life Science and Consumer Product companies are growing at record rates. Consumer goods companies such as, Johnson & Johnson and Procter & Gamble are among some of the industry's largest firms but also rising are the start-ups. All of these companies are investigating how to accommodate their development, whether to shift their business models or build out new spaces for expansion.

While these decisions are being made, property owners could benefit from evaluating their portfolios and repositioning buildings to meet the real estate demand. Depending on location and attributes, building conversions could be aimed to appeal to large single tenants or built-out as specialty coworking workplaces appealing to the industries' start-ups. Not only are these market sectors among the most promising in terms of a long-term development and stability but they will always require a physical workplace.



More Than 27 Years of Experience

For nearly 30 years, MADGI and MDA have been at the forefront of assisting Building Owners in transforming and upgrading their properties as well as, designing workspace housing a mixture of laboratory and office functions. We understand the Owner's perspective and have experience repositioning and redeveloping various types of buildings to attract and retain tenants throughout the Tri-State area. We understand the inner workings of buildings and are proficient at anticipating new trends and challenges characteristic of life science and consumer product projects.



We Understand What to Focus on to Successfully Repositioning a Building

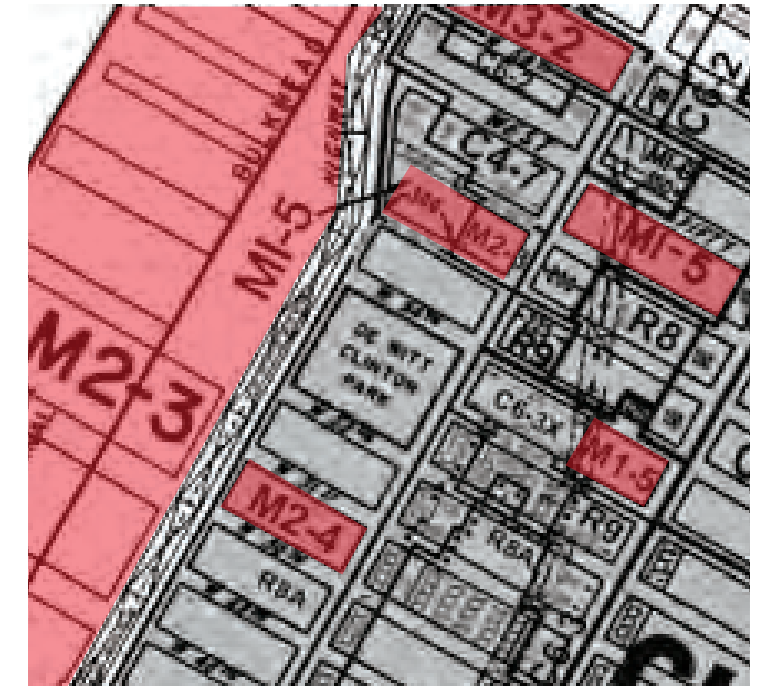
The process of successfully repositioning a commercial property to attract life science and consumer product varies from building to building. Whether considering a conversion of an office building or an industrial structure, this task will require support from a design and brokerage team experienced in the field. To execute a positive transition, both the initial feasibility analysis and the following redevelopment should focus on the following key features of a property.

1. Zoning Determinations

Zoning determinations can vary depending on local regulations and influence the activities allowed on site. It's important to confirm that the building's zone allows for certain hazardous storage and uses and has ample space for any additional HVAC equipment tenants will need.

2. Code Determinations

Building codes set requirements for acoustical ratings, energy consumption, and fire ratings. Landlords should be aware of these when analyzing and marketing their repositioned building.



Depending on the zoning district, building occupancy, and lab use, the permitted ratio of office to laboratory and volume of chemical storage will vary. Some zones and lab functions in New York City (where the primary use is office space), limit laboratories to 30% of the floor area.

OFFICE SPACE **RATIO** LABORATORY



3. Building Components

The building's existing structure as well as current MEP utilities and systems should be evaluated to confirm they will be up to meeting the typical loads of the industries. Owners should pay attention to the following building areas.

1

Structure

Be aware that Consumer Product and Life Science tenants could require the structure to be reinforced or stiffeners to be installed to accommodate heavy and/or specialized.

2

Ceiling Heights

Analyze the building's ceiling heights to confirm they can accommodate the MEP routes. Ceiling heights of 13-15-feet are ideal for MEP routes to accommodate 9-10-foot finished ceiling heights.

3

Shaft-ways

Locate vertical MEP infrastructure in key locations in the building for access to labs. This will minimize disruptions for current and future tenants.

4

MEP

Labs require higher HVAC, plumbing, electrical, and sprinkler loads than dedicated office spaces. Verify your building has sufficient utility loads to support tenants' needs and have a plan in place for locating HVAC equipment tenants might require.

5

Transportation

Analyze the building's freight elevators and loading docks to confirm they are sized appropriately for large deliveries of chemical containers. Create a set of rules for tenants' use of these areas.

Pre-Design & Site Selection Services

Each project is unique and requires different pre-design services to set the groundwork for a successful project. MADGI and MDA are here to assist with these initial phases and will work with the building management team to identify the viability of repositioning the building to meet the needs of the industries.



Feasibility & Zoning Studies

We'll review your building to measure the feasibility for its use in the industries. This review will include zoning, building, & existing utility studies coordinated with consultants that are experts in their fields.



Landlord Services

Our team will recommend base building upgrades to suit Life Science and Consumer Product tenants. We'll guide prospective tenants through standards and identify above standard items to assist in lease agreements.



Stacking & Use Studies

Depending on your building it could be beneficial to market to multiple tenants. We'll create stacking and use studies to visualize the best space compositions to fit your property.



Scope of Work & Budgeting

Once an initial repositioning plan is in place, we'll issue scope of work drawings to Contractors in an effort to create an initial budget.



Architectural & Interior Design Services

MADGI and MDA provide a wide range of landlord and interior design services. We tailor our services and designs to accommodate the landlord and tenant. These specialized services include repositioning, full building renovations, infrastructure upgrades, tenants build-to-suits, pre-built designs, building standards and leasing support.



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As the life science and consumer product sector rapidly grows, repositioning buildings into life science and consumer product facilities present new opportunities for Building Owners. With a clear understanding of how scope varies from building to building, MADGI and MDA are experienced to reposition buildings for the unique needs of life science and consumer products industries.

Let us help you transform your building and deliver well thought out workplace designs that are tailored for your Life Science and Consumer Product tenants.