

Office
Renewal (New Lease Negotiation)
17,850 sq. ft.
Downtown West Toronto

bruce mau design

Bruce Mau Design (BMD), a member of the MDC Partners network of companies, is a multidisciplinary design firm specializing in brands and environments. Led by the vision of its creative director, world renowned Canadian designer Bruce Mau, BMD's 50-person team creates everything from identities to digital experiences to physical environments. BMD's work is recognized for its depth of thought, clarity of purpose, boldness of vision and impact.

The Challenge

Back in 2009, our team used its seamless FLOW™ process to help BMD jump on a timely commercial real estate opportunity. A sister MDC Partners company had vacated a spacious premises at 469 King Street it had sublet from a third party negotiation team facilitated a temporary agreement that allowed BMD to occupy fifty percent of the space and sublet the balance of the premises to another business. Our Project Management + Design team (RFPM+D) reconfigured the 17,850-square-foot brick-and-beam space, creating an open, collaborative work environment that enhanced its original characteristics, including a signature focal point, a carpet BMD designed to promote its talent to clients visiting their offices. While these achievements satisfied BMD's immediate needs, the existing sublease gave no legal provision for BMD to remain in the building past the term of the sublet agreement.

A few years later, with 18 months left on the sublease, BMD called on our team to secure legal long-term tenancy in the building and preserve their investment in the space.

Our Response

Knowing there were several alternative locations within MDC Partners portfolios, we wasted no time developing a proactive strategy. Our Harvard-trained negotiation team initiated an early negotiation with BMD's landlord, Allied Properties, and leveraged MDC's formidable portfolio to emphasize that BMD was an essential tenant and Allied was at risk of losing the significant value its tenancy held.

The Solution

The RF negotiations team secured a lease that guarantees a 10-year term at below market rents and rock-solid tenant rights that include prominent street-level building signage along Toronto's heavily travelled King Street.