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Belkin Moves HQ to 150,000 SF, Merges Offices

By Bob Howard

PLAYA VISTA, CA—Electronics and technology firm Belkin International Inc. has relocated its headquarters to a new 150,000-square-foot Gold LEED building here, consolidating operations from locations in Hollywood and Compton into space in two connected buildings at its new Playa Vista location. The new offices house Belkin's product development, R&D, design studio, sales, marketing, and administrative teams.

Designed by architecture firm Gensler, Belkin's new buildings are part of a 325,000-square-foot, four-building first phase of a planned 1.6-million-square-foot, 64-acre project called Campus at Playa Vista, a joint venture of Tishman Speyer and Walton Street Capital LLC. Belkin was the first tenant to sign for space at the project, inking the deal in 2008.

The buildings at Playa Vista are surrounded by 20 acres of park space. Upon completion of all phases, the 1.6 million square feet at the campus will include the redevelopment of more than 500,000 sf of historic buildings. Located in the eastern portion of Playa Vista, the Campus at Playa Vista is adjacent to the intersection of Jefferson Boulevard and Centinela Avenue in West Los Angeles. The site includes a historic district built by Howard Hughes that was home to the Hughes Aircraft Co.

The Campus at Playa Vista is part of an overall Playa Vista development that is the first mixed-use community to be built in West Los Angeles in the last 50 years. In addition to the office development, it includes retail and housing. It is situated between Marina Del Rey and Westchester, about a mile from the beach.

Mark Reynoso, CEO and president of Belkin, points out that the new offices emphasize an open floor plan filled with natural light and informal meeting spaces. A landscaped terrace, suited for outdoor discussions and as a lunch spot, connects the two Belkin buildings. Across the street is a nine-acre recreation park with a basketball court, soccer field, sand volleyball court, jogging trails and an amphitheater.



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