

345 California 5th Floor Amenities Qualifications Package

FENNIE+MEHL Architects

Small studio, big heart

Our studio started nearly 28 years ago when cofounders Ned Fennie and Doug Mehl decided to start a firm that was grounded in hands-on principal involvement. A firm that eliminates unnecessary bureaucratic layers between ourselves and our clients, an issue that they were experiencing at other architectural firms.

Today our studio is a recognized thought leader in workplace design. Over our 25+ years in business, we have become known for our ability to continually rethink and adapt the workplace to a rapidly changing business world and workforce.

A highly recognized leader in our industry once referred to our firm as “the small studio with a big heart.” She further explained that our small size was deceiving since we are constantly competing against the “big guys.” Whether we’re delivering a 200,000 SF project or a 12,000 SF project, our team consistently demonstrates that we care about a successful, meaningful outcome that is grounded in a positive experience for our clients.

Our studio leadership is evolving beyond the founders. Jenna Ruth, Diana Nankin, and Omied Arvin are partners at the firm and are excited to stand on the shoulders of the founders, carrying the firm forward for another 25+ years.



Areas of Specialty

Landlord Building Repositioning, Amenities,
Spec Suites, and Base Building Upgrades

Workplace Interiors and Tenant Improvements

Furniture, Accessories, Art, & Styling

Environmental Branded Graphics & Placemaking



What we know about you

We understand Metropolis is looking to re-invigorate and accelerate leasing efforts at 345 California by creating an activated community experience inside the building. You are looking for a design partner with creative and original ideas.

A project that meets your budget, and that is delivered within your schedule.

An amenity space that repositions 345 California as top of its peer group of assets, with a differential advantage when tenants are evaluating their leasing options.

A project that has a tightly managed design process.

Opportunities to reposition 345 California as top of its peer group

Experience
that stands out in
the market

Don't just
"tick the box"

Focus on
adding value to
the tenant's
employee
experience

Leverage &
connect the
amenity program
with the
outdoors

Program is
successful either
as a staffed space
or un-staffed

Concierge
level service
associated with
Class A &
hospitality

Amenity
placemaking and
weaving in
building brand
story

Amenity Space Trends

Below are current trends for Class A highly successful corporate amenities

Cannot just “tick the box”

Concierge-level service

Create & engage the community

Playing up the senses with great music & scent

Food & Beverage

Engaging amenity programs/events

Don't try to “do it all” instead “do a few things right”

Frictionless amenity experience for tenants (easy to book, etc.)

Elevated “end of trip” for commuters

High quality fitness and showers, restorative wellness

Credibility & relevant experience

Our landlord clients:



PEMBROKE



ROCKPOINT



We're honored to have accepted awards along the way:



How we're different

Hands on principal involvement

Every project in our studio has a principal as an account executive, which means no bait and switch after the interview. It also means decisions are made more quickly throughout the project, saving time and money.

We challenge respectfully

We have a saying: "get ugly fast." The idea is we have the experience to identify issues, challenges, and risks up front and discuss how to plan and manage around them or if tradeoffs are needed.

We legitimately care about your schedule & budget

It is actually uncomfortable for our team to not design within your budget and schedule parameters. We believe if there is any ego in design, it belongs to the client, not our team. We want projects that are approved by our client's stakeholders and actually get built.

We listen, we care, we design around you

Our design process starts with a deep dive into what makes your business, organization, culture, and brand unique. We are driven to design a workplace that delivers on your business priorities. We want to help you attract and retain the tenants you need.

We are not only your creative partner, we are your business partner.

Our design process tenets

Identify stakeholder approval process up front

We want to clarify stakeholder roles and plan out their involvement in the first preliminary project schedule.

Clarify stakeholder priorities in PreDesign

Our PreDesign agenda is structured around clarifying Stakeholder priorities, directly from them, before we put pen to paper. These priorities are documented and become the reference point for our design team throughout the design phase ensuring that the proposed design is aligned with stakeholder needs.

Early Preliminary Pricing Package priced by GC

Early on in a project we recommend turning around a quick but detailed preliminary pricing package so we can talk about real and specific project construction costs up front.

A positive team player attitude

We see our role as one to help take work off your plate. To guide you alongside your other project team members and work through issues in the background so we come to you with solutions, not issues.

Deliverables that clearly communicate design intent

We ask questions up front to understand what your stakeholders need in their deliverables throughout the process to reach approvals. In addition to our standard deliverables, we offer 3D walkthroughs of your space, live working 3D modeling sessions, and more.

Onboard and partner with a GC early

The GC is critical for construction costs and schedule. We want to partner with them early.

AI use in our studio's design process

Below is a real project example of how we integrate AI in our design process.



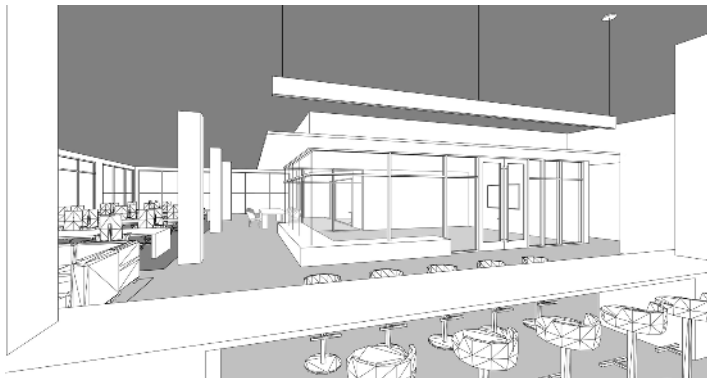
Step 1: Project specific black and white Revit 3D Views



Step 2: Image and Text AI Inputs



Result: AI Generated Renderings, edited by our team



AI at our studio

Running an efficient and streamlined studio is important to our team and we see AI as an opportunity to support these efforts. Below are ways we are utilizing AI at our studio.

How we utilize AI to improve efficiency at our studio

We utilize the Zoom AI Companion to take meeting notes during our Zoom calls and to provide concise summaries. Our team then reviews the AI generated content and edits as needed. This saves time on meeting notes and allows our team to prioritize engagement during the meeting.

We utilize Midjourney ahead of SD to develop palettes and inspirational thought starters for our clients that are based on our client's values, vision, design guidelines, and reference imagery. Saving time up front.

How we utilize AI to aid in our design

We utilize Midjourney and Adobe Firefly as a creative springboard to develop early conceptual designs. We input ideas and the program creates dozens of image iterations in seconds.

We utilize PromeAI to convert black and white 3D views into color 3D renderings (see next page for an example).

We utilize Photoshop AI to clean up marketing photos or inspirational photos for projects.

We utilize ChatGPT to aid in distilling large amounts of information in early project meetings down to key takeaways and design themes.

Current and future AI R&D efforts at our studio

ArkoAI and Veras as tools for renderings that can adjust based on our Revit model changes.

Photoshop AI to insert conceptual ideas into existing conditions photos of spaces early on in a project.

Integration of an AI tool Dela into our Project Management software that will increase efficiency in our project management and scheduling.

Converting 2D plans into the Revit Autodesk 3D model via WiseBIM AI. This will save time and efficiency in our early drafting process.

What our clients say about us

“This was our first time designing a dedicated state-of-the-art full floor amenity experience from scratch, and our goal was to be top of our peer group. FENNIE+MEHL helped us accomplish this goal and acted as a trusted partner in helping facilitate stakeholder buy-in on the executive level. FENNIE+MEHL developed an incredible design that will greatly enhance and elevate our building’s position in the market as a destination for our tenant community. The thoughtful and intentional design is centered around creating an activated and vibrant experience for our tenants. We’re already seeing the impact with our leasing efforts. We can’t wait for opening day.”

- Leland Low,
Senior Director, Metlife

“Proud to have been able to work with you on this project. You created a space and a cultural "fabric" that should be acclaimed as a model for the future. Glad to see the jurors agreed. Much deserved.”

- Gordon Ritter, Founder at Emergence Capital

"F+M is totally about collaboration. They listened, gathered the creatives and made our wish list for our home base come alive in the most unexpected ways. We are thrilled with our space and the connection we have created with this great city of San Francisco.“

- Scott Chacon,
Co-Founder at Github

“I’m so glad we chose you.”

- Kirsten Green,
Founder at Forerunner Ventures

“F+M’s greatest strength is being a thought-leader in our industry. This is directly reflected in your ability to help client’s make critical design decisions.”

- Tom Suro,
Director of Facilities & Real-Estate at SVB

345 California 5th Floor Amenities

We are confident in our ability to deliver a successful project for Metropolis Investment Inc. and Cushman & Wakefield.



Your Project Team

See Exhibit I for Project Team bios, project role descriptions, and relevant experience.



Firm Resource Principal
Doug Mehl



Account Executive
Jenna Ruth



Project Architect
Omied Arvin

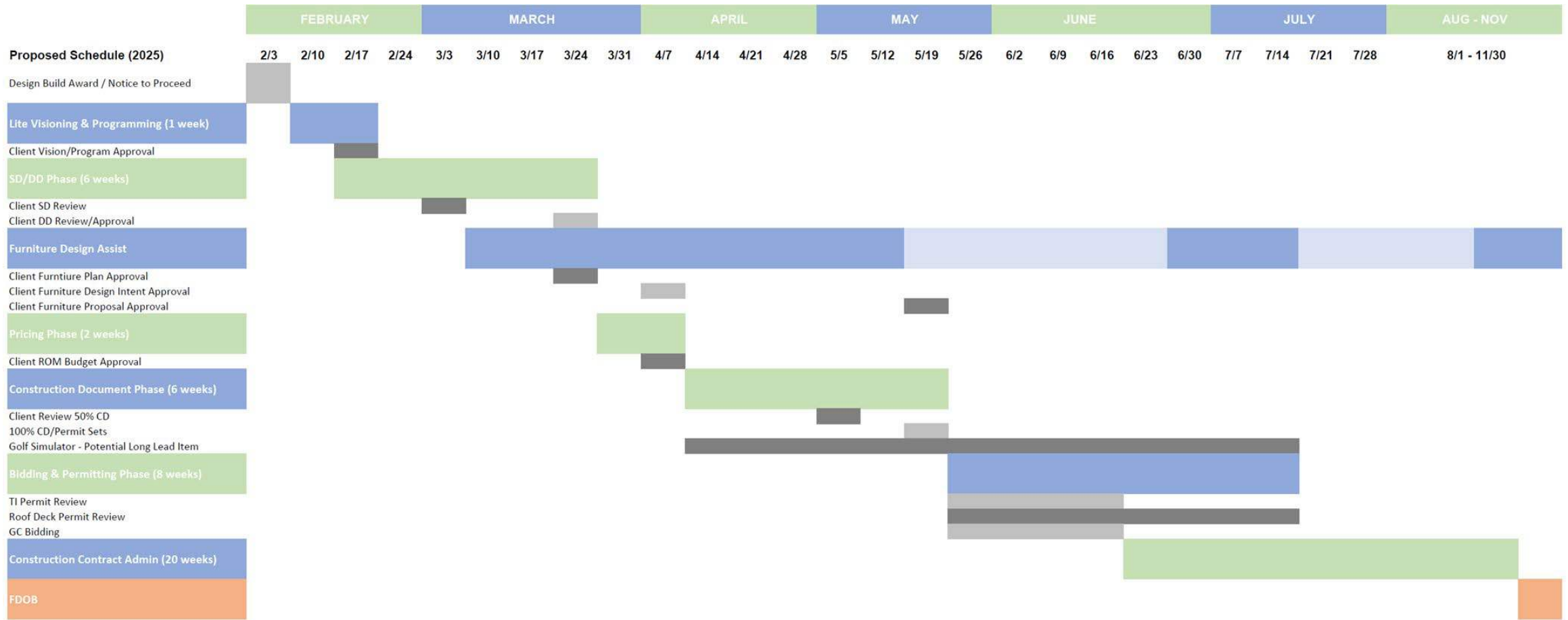


Technical Lead
James Ibali



Interior Designer
Maya Koni

Preliminary Project Schedule



Similar Relevant Project Category Examples

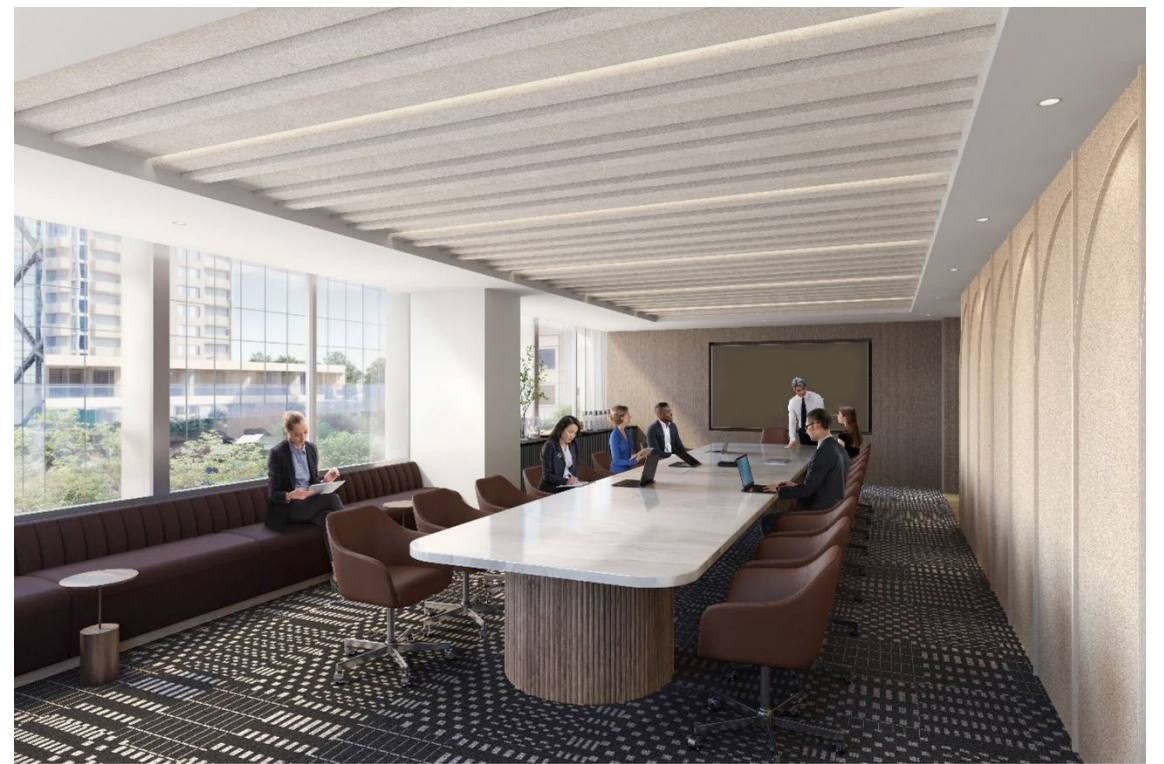
Building Amenity Projects

Confidential 28,000RSF Amenity Floor in Downtown SF High Rise
(Construction scheduled to be complete 2025)



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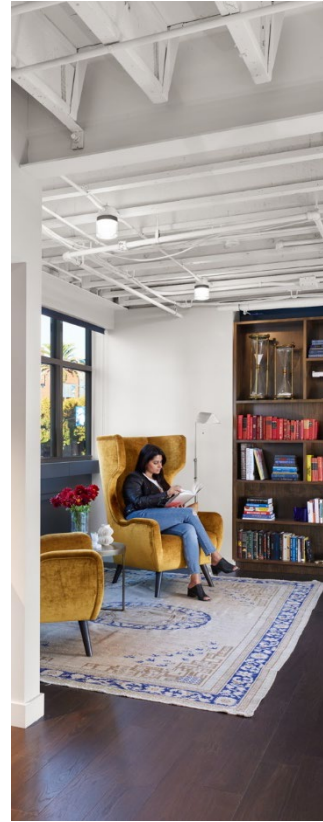


Building Amenity Projects

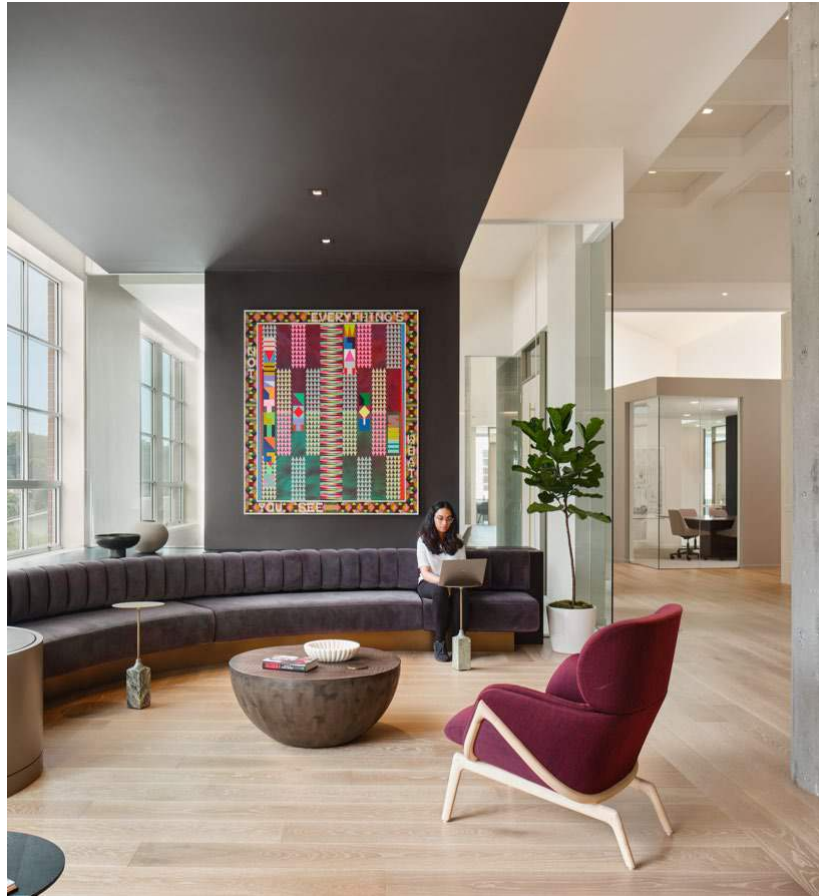
550 California Amenity Concept



Hospitality Program



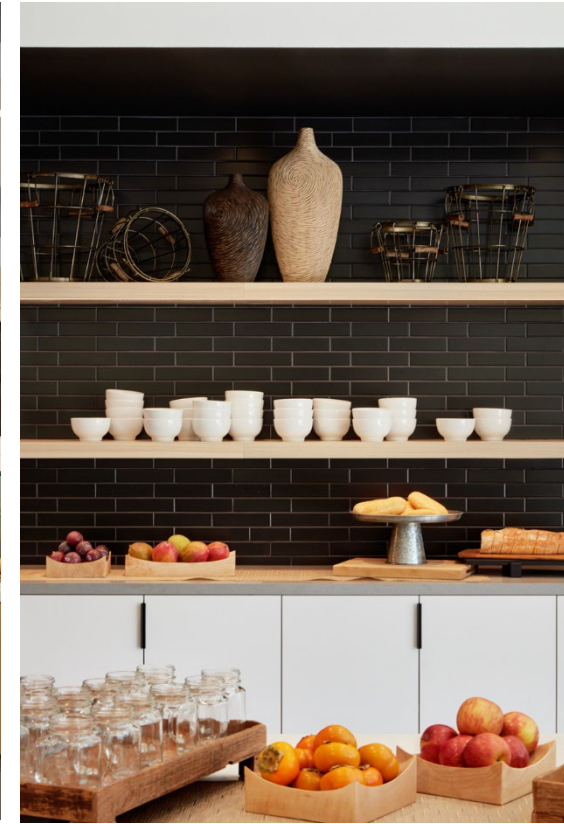
Hospitality Program



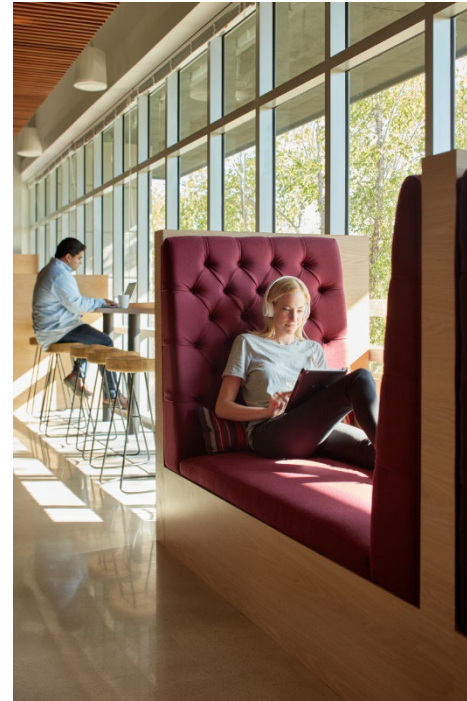
Food & Beverage/Hospitality Program



Food & Beverage/Hospitality Program



Food & Beverage/Hospitality Program



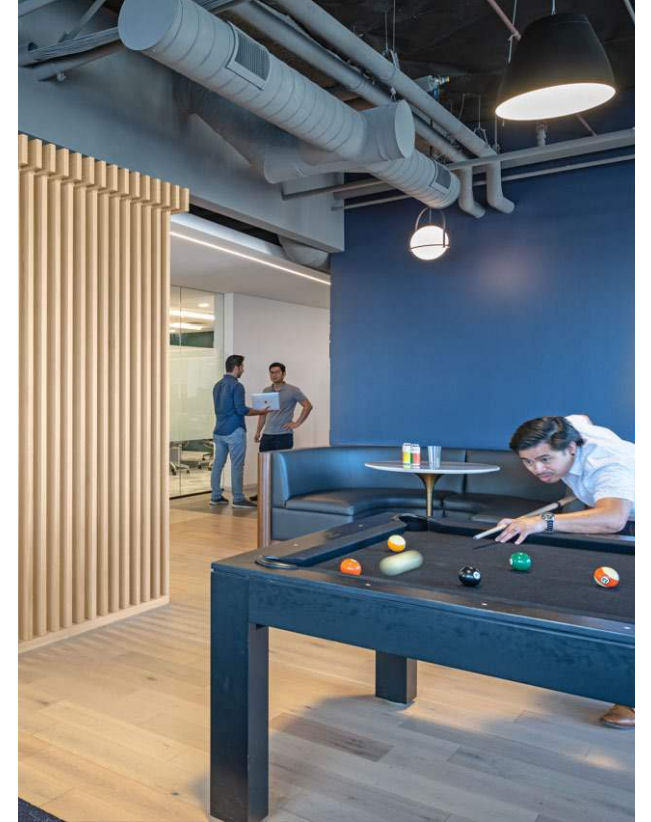
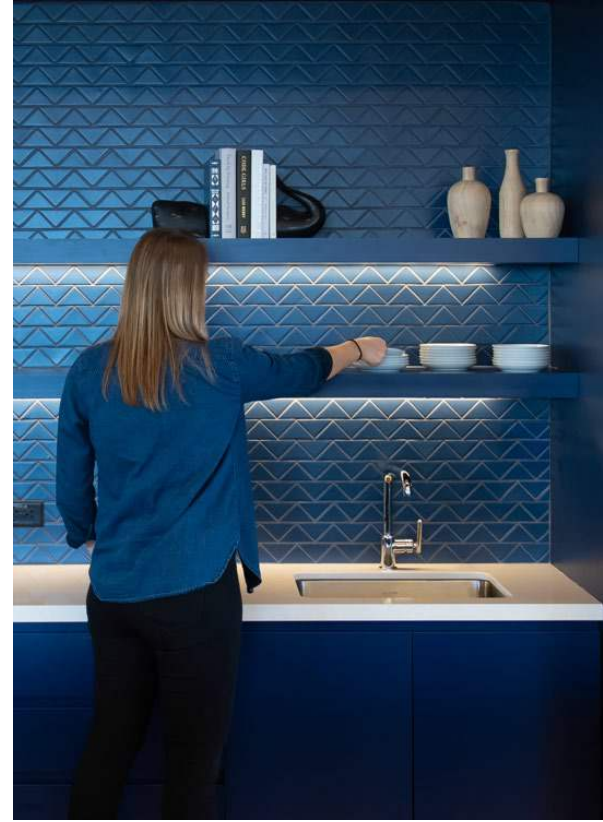
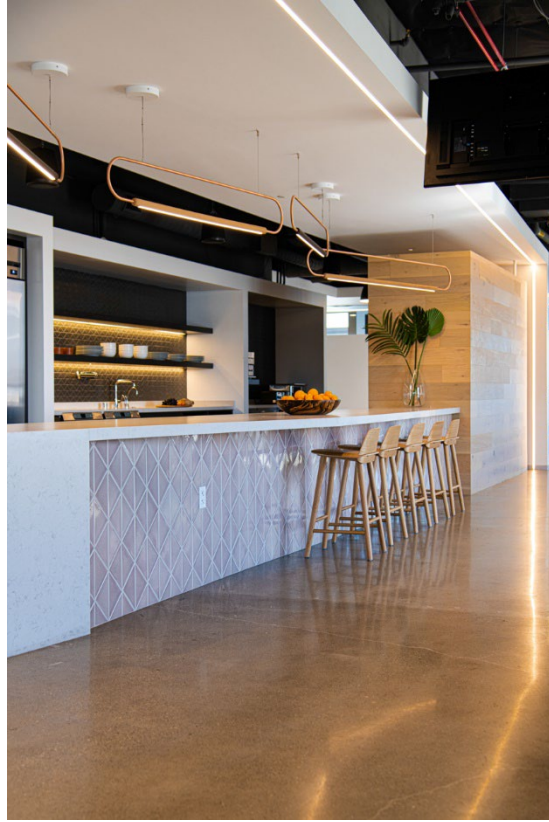
Food & Beverage/Hospitality Program



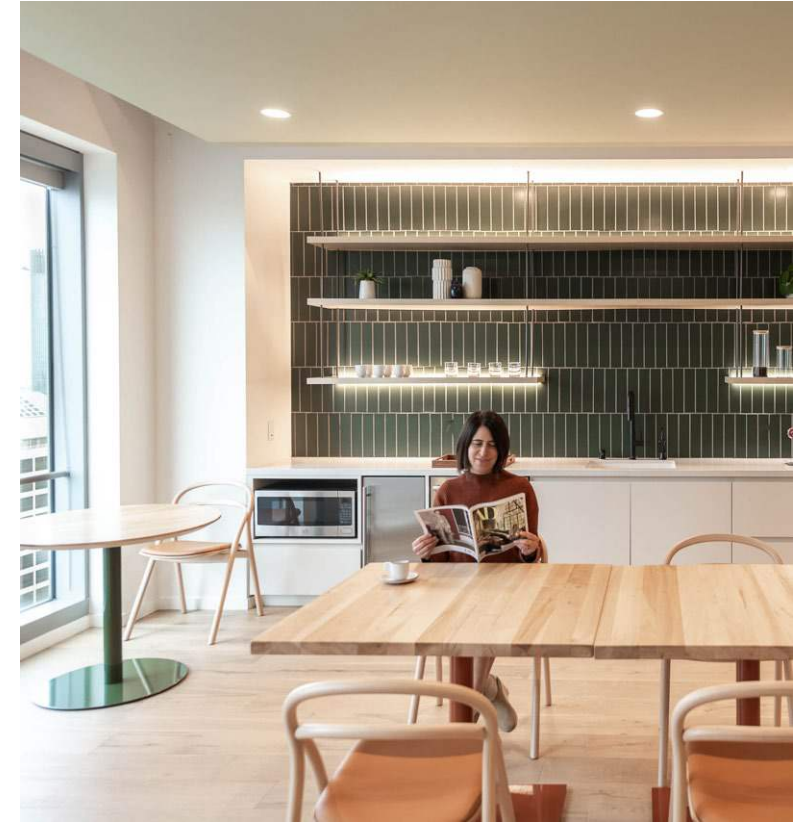
Food & Beverage/Hospitality Program



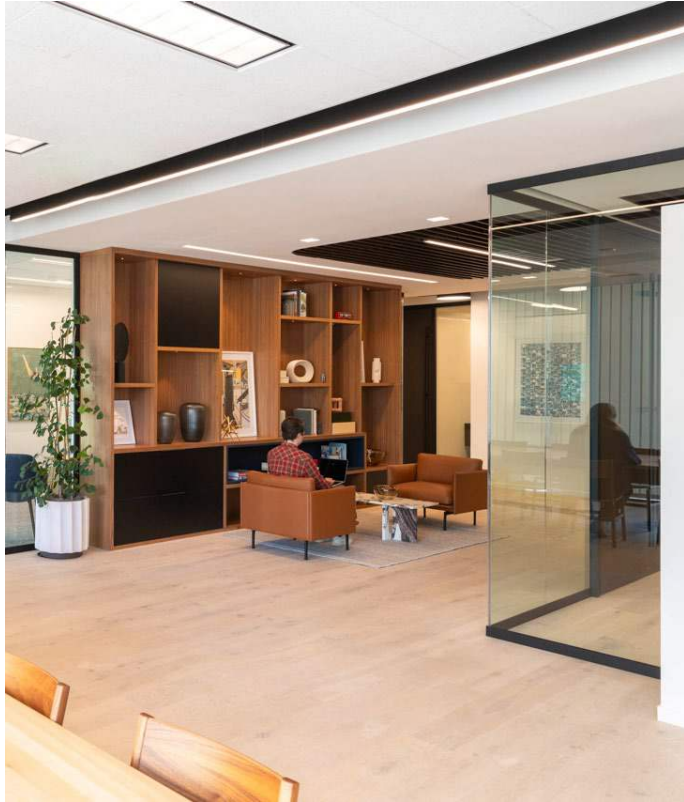
Food & Beverage/Hospitality Program



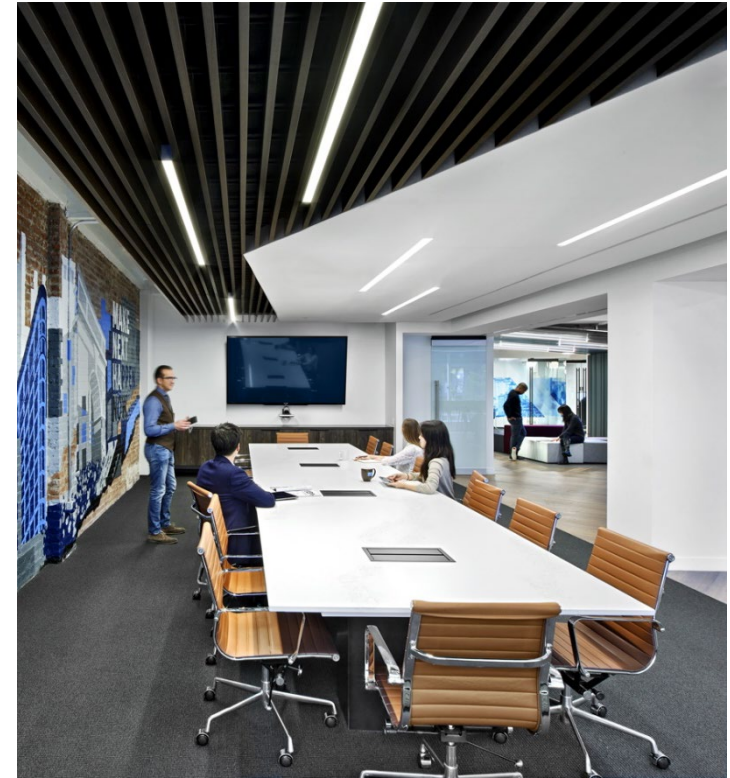
Food & Beverage/Hospitality Program



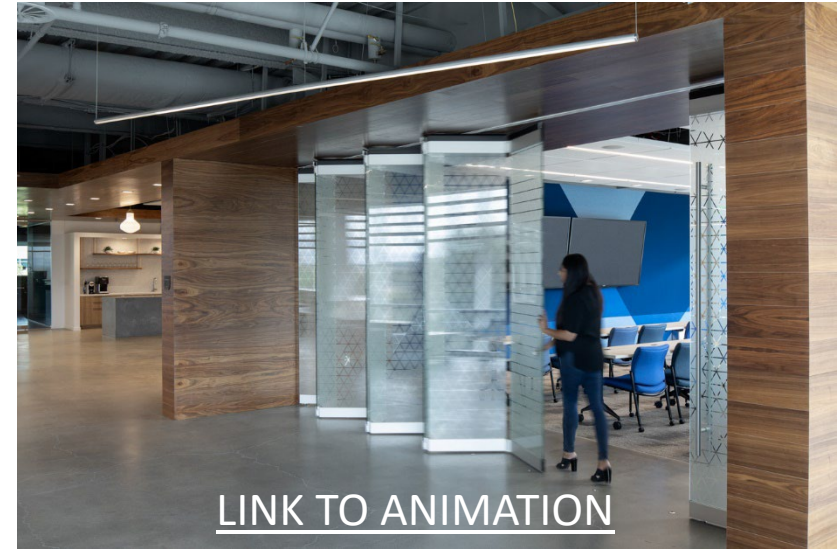
Conference Center Program



Conference Center Program



Conference Center Program



[LINK TO ANIMATION](#)

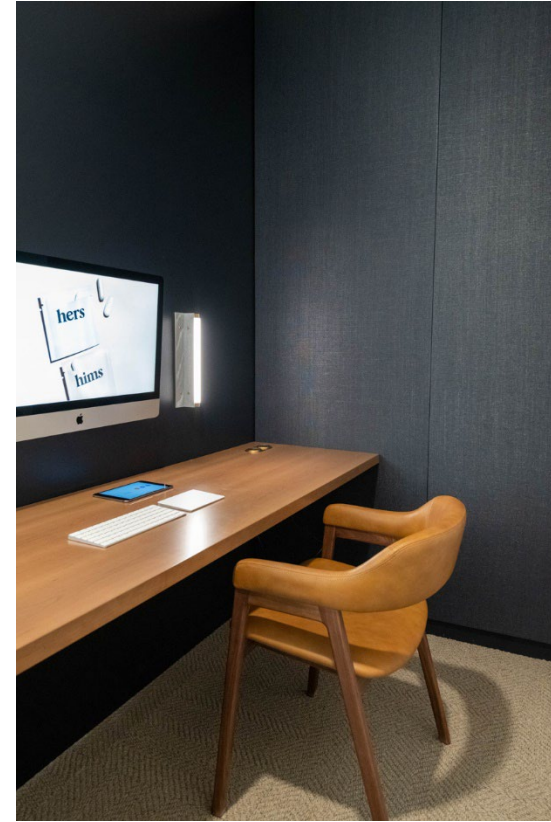
Conference Center Program



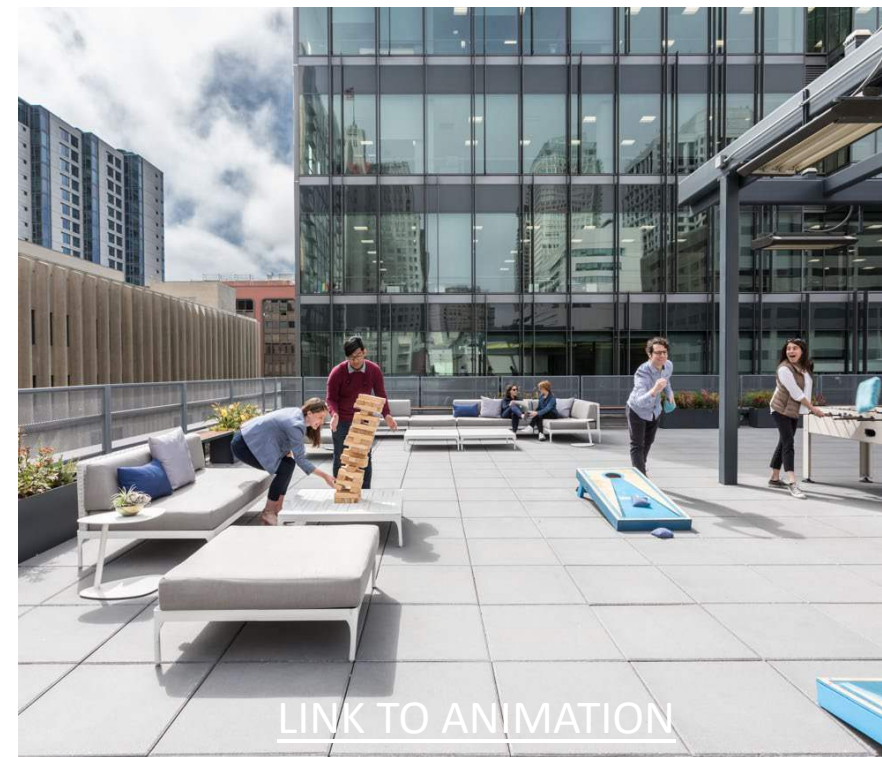
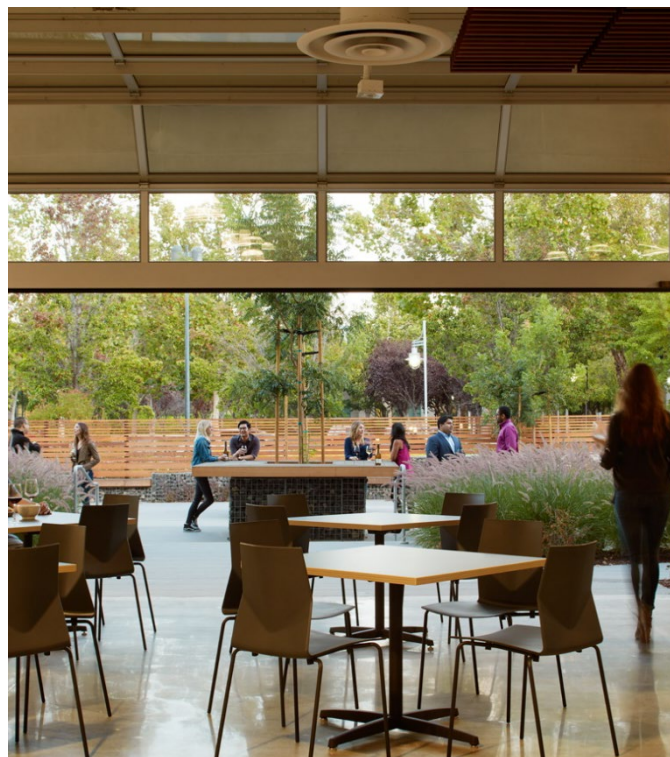
Conference Center Program



Conference Center Program



Roof Deck & Exterior Program



Roof Deck & Exterior Program



Project Portfolio

·PIER·5·

Emergence Capital

San Francisco



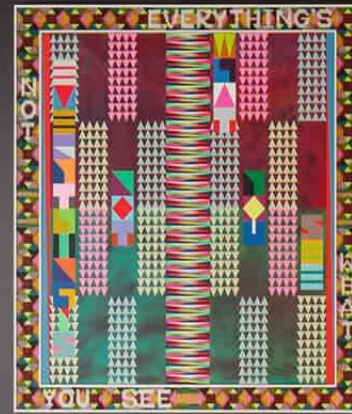




Emergence Capital
San Francisco

Forerunner Ventures

San Francisco

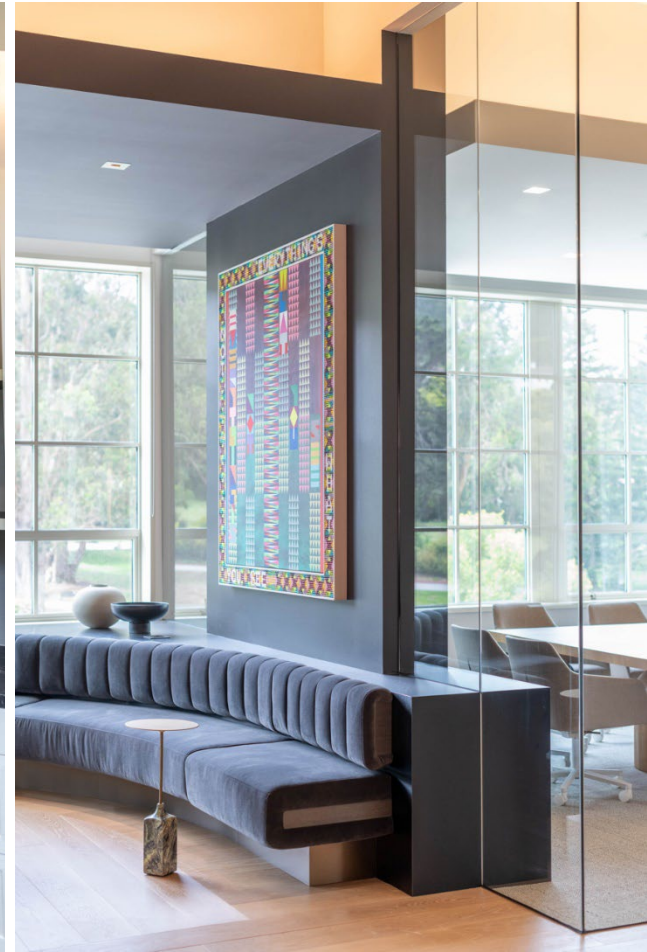




Forerunner Ventures
San Francisco



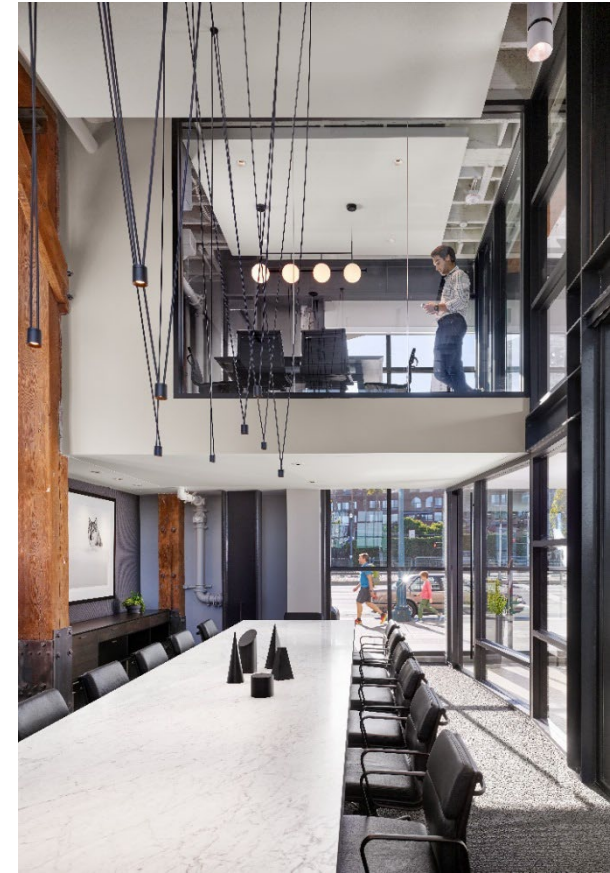






Pier 5 - 8VC

San Francisco



Pier 5 – 8VC
San Francisco



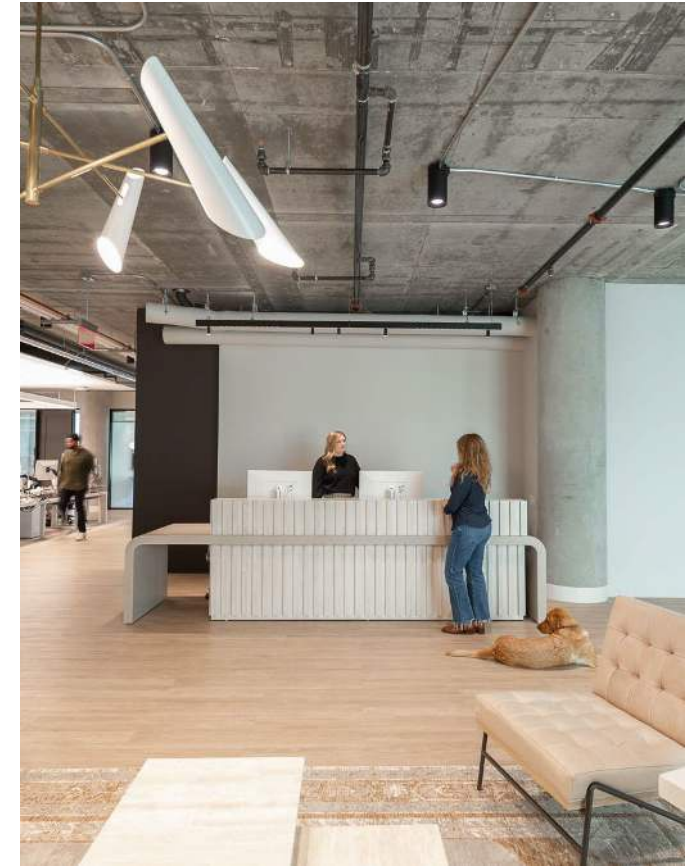
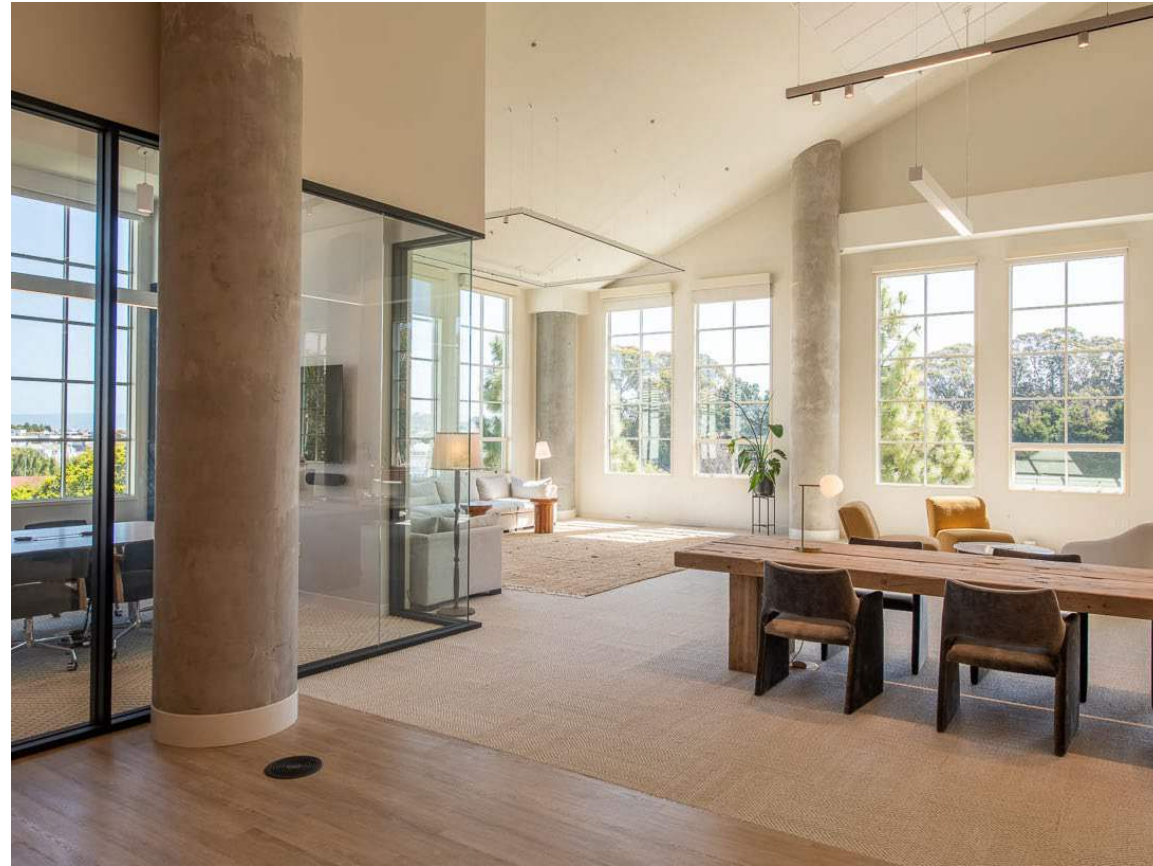


Pier 5 – 8VC
San Francisco

Column

San Francisco





Column
San Francisco

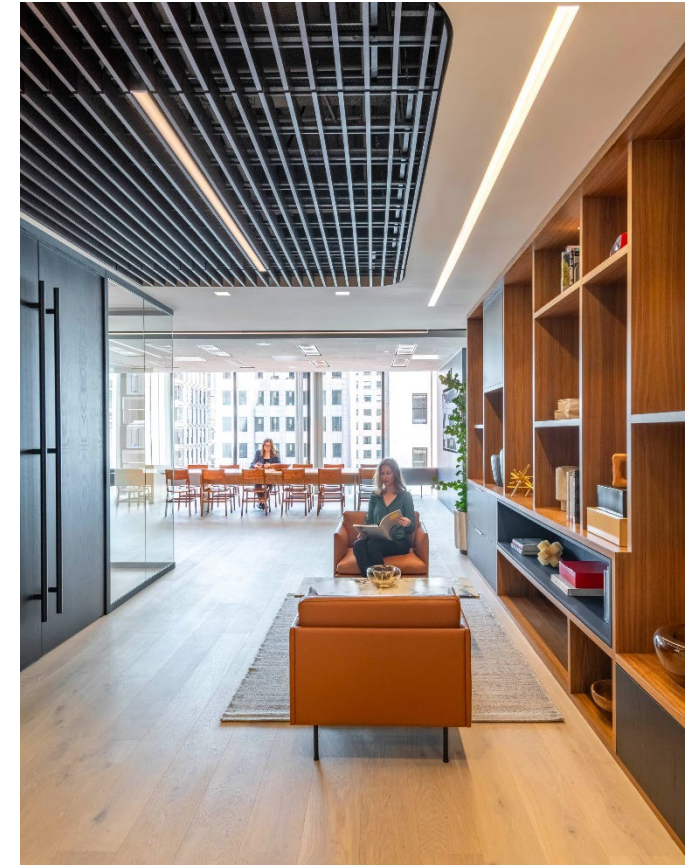


ROCKPOINT

Rockpoint

San Francisco









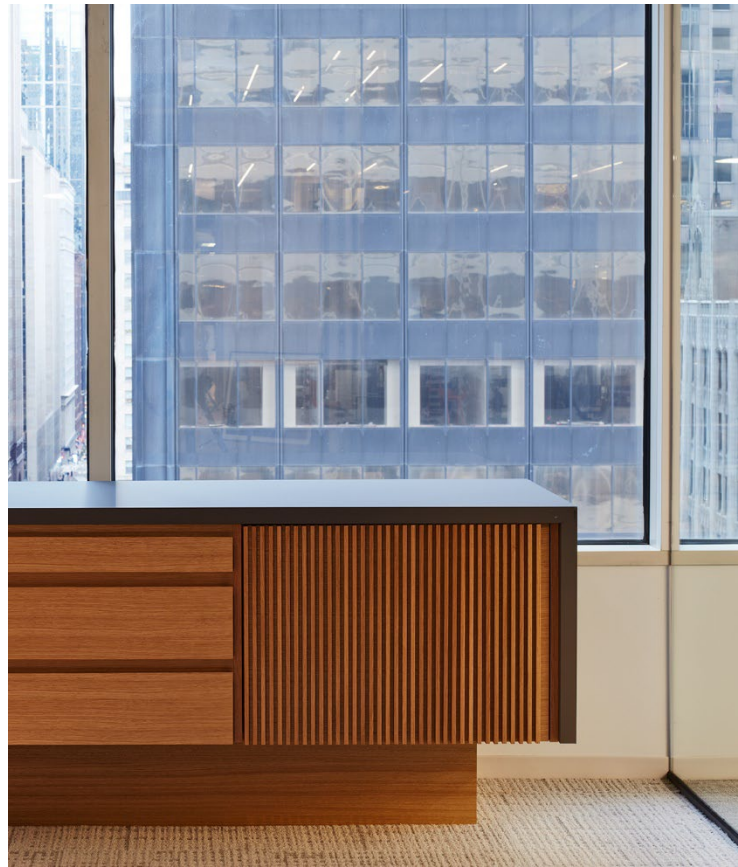
T.Y. Lin International

Chicago







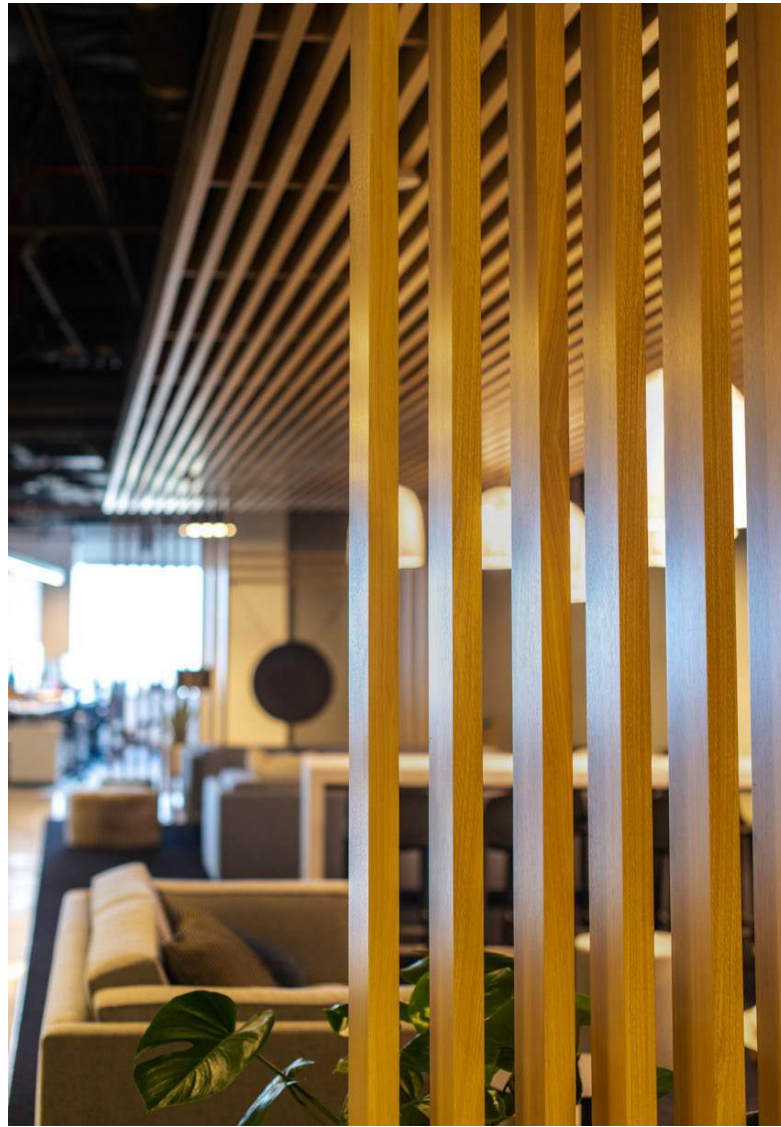




Indeed

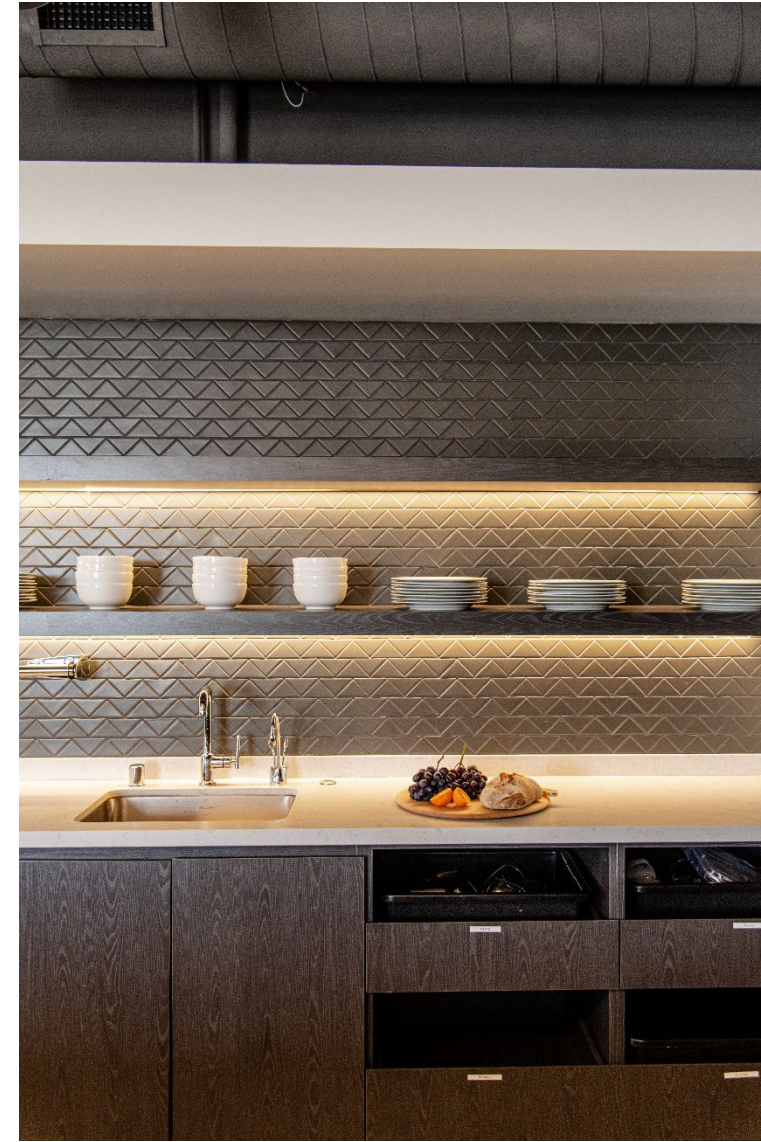
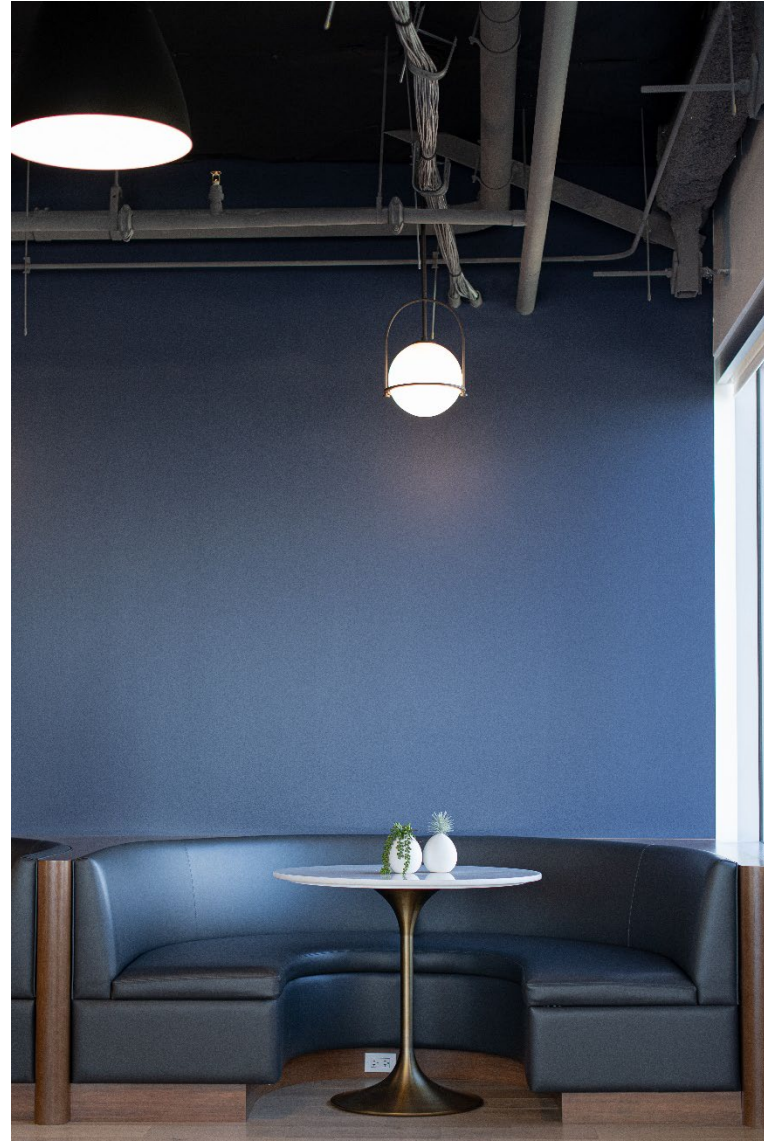
Indeed

Foster City



Indeed
Foster City







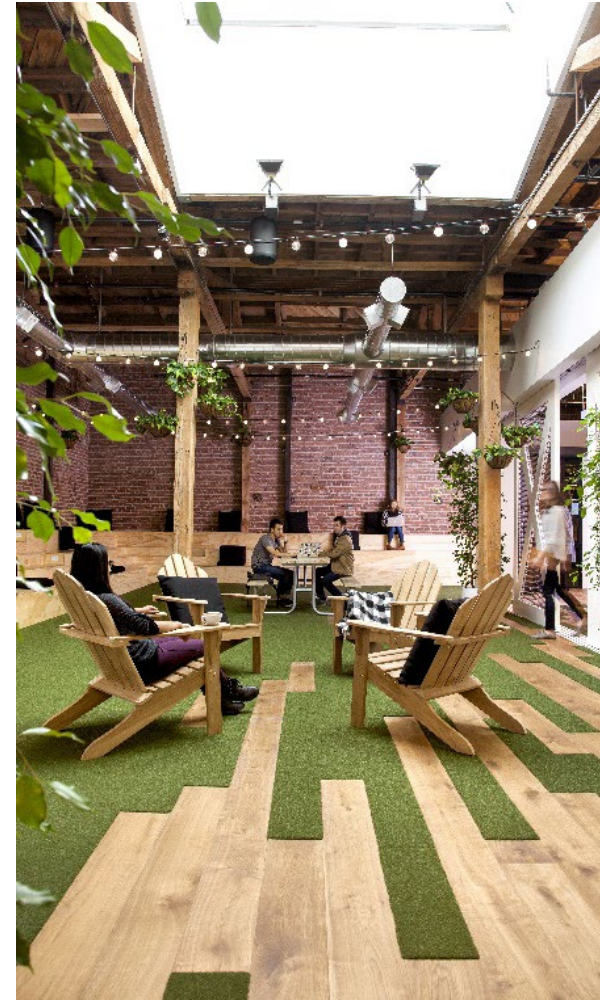
GitHub

San Francisco





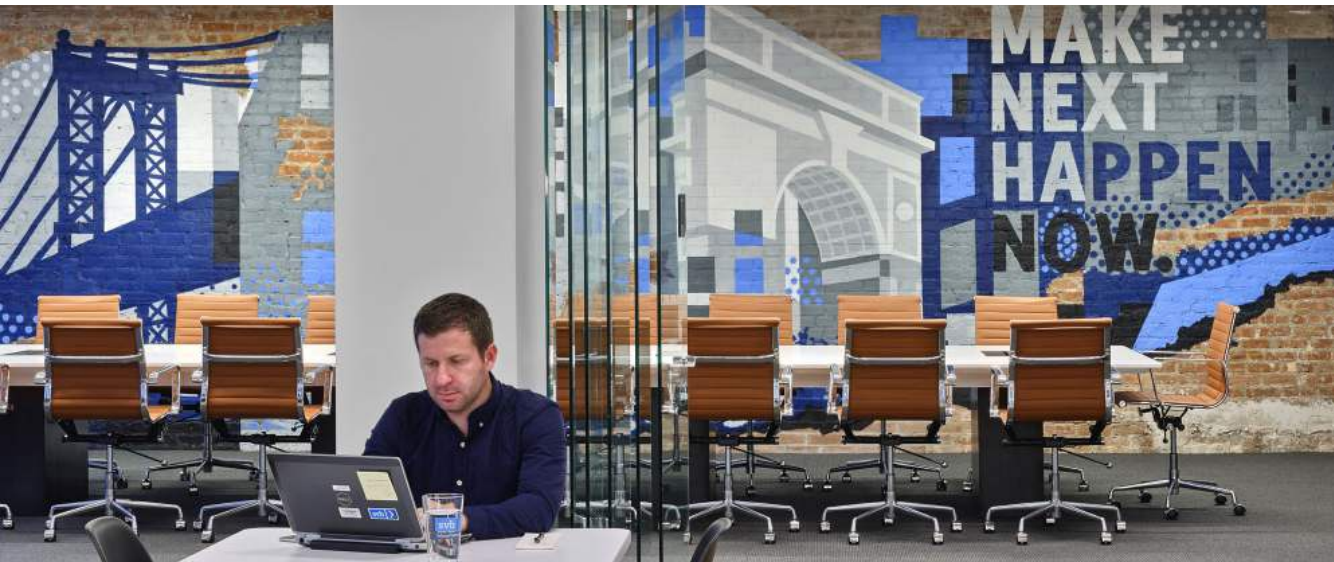




Silicon Valley Bank

New York City





Confidential Client
New York



Confidential Client
New York





Silicon Valley Bank

Salt Lake City







Silicon Valley Bank

San Francisco







Jones Hall

San Francisco





Jones Hall
San Francisco



Jones Hall
San Francisco



Jackson Square Aviation

San Francisco





Jackson Square Aviation
San Francisco



Jackson Square Aviation
San Francisco



Jackson Square Aviation
San Francisco

Presidio Golf & Concordia Club

San Francisco



Presidio Golf & Concordia Club
San Francisco



Presidio Golf & Concordia Club
San Francisco



Presidio Golf & Concordia Club
San Francisco



Anaplan

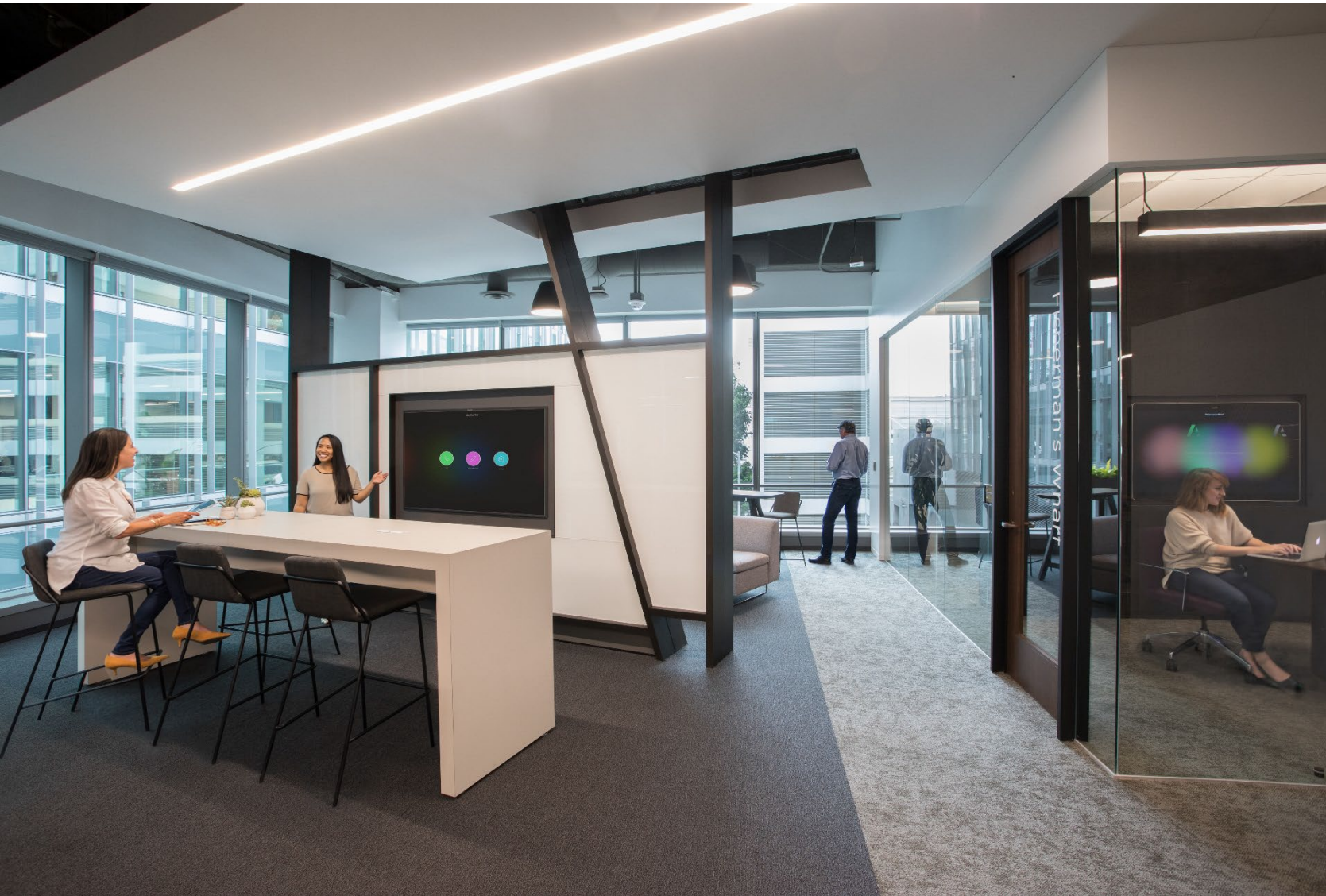
San Francisco





Anaplan
San Francisco





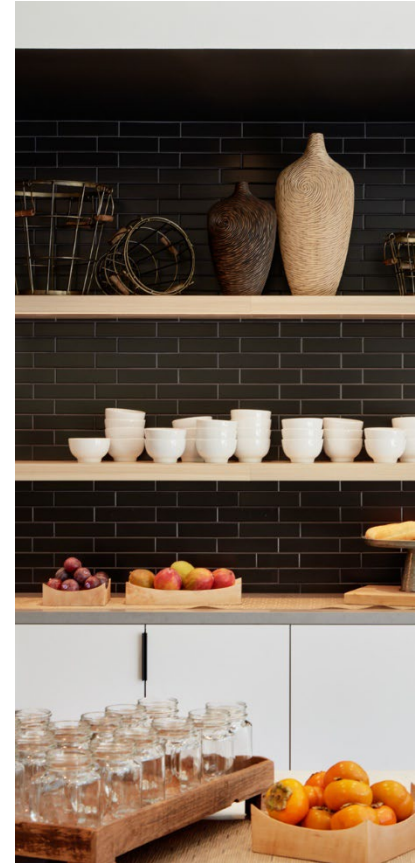
Anaplan
San Francisco

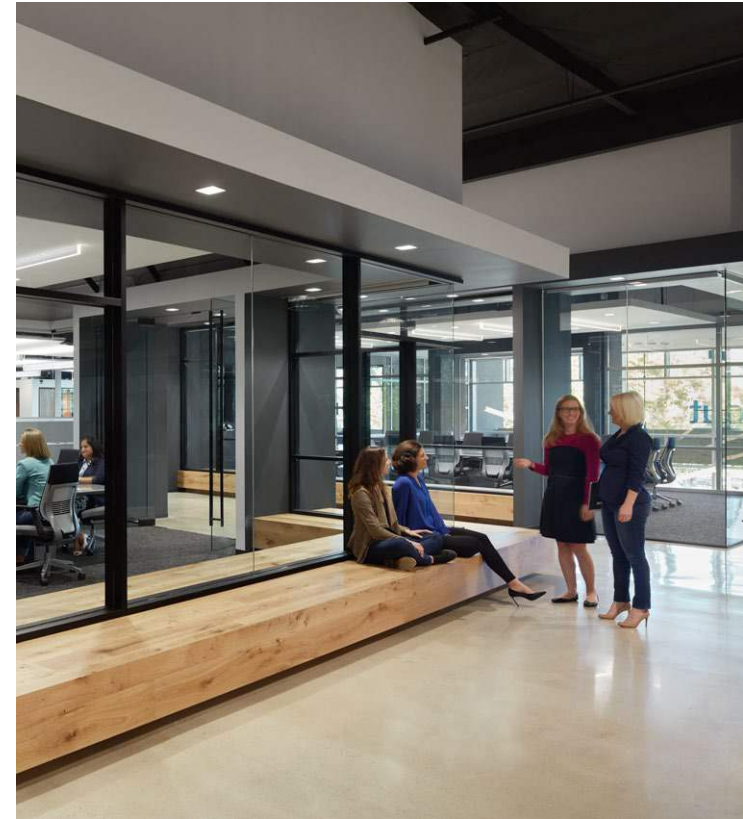


Forescout

San Jose







FENNIE+MEHL Architects

Unexpected, by design.

We encourage you to visit [our website](#) for more about our studio, and we'd be happy to tour you through spaces we've designed.

As you'll see none of our projects look alike, and that's by design. We design each of our projects around our client's unique business, brand, culture, and requirements.

And we're excited for the opportunity to design your project around you.

Exhibit I

Team Resumes



Jenna Ruth

Principal, Designer

Leed AP, CDT

Email: Jr@fm-arch.com

Phone: (925) 200-6670

EDUCATION & PROFESSIONAL ORGANIZATIONS

- IIDA Board Committee, San Francisco City Center
- LEED Accredited Professional
- CSI Construction Document Technologist
- San Francisco Planning + Urban Research (SPUR) Member
- Bachelor of Arts in Design, Emphasis in Interior Architecture with a Minor in French, University of California, Davis

For your project, Jenna will be your main point of contact throughout, as well as the Design lead.

Jenna Ruth is a strategic leader and imaginative designer whose collaborative instincts have given her an agility to work across industries. As one of F+M Architect's creative directors, she is passionate about partnering with visionary clients and delivering the kind of unexpected and powerful spaces that exceeds her client's expectations. She is also driven to motivate and lead the studio's team to do their best work and have fun while doing it.

Prior to F+M Architects, Jenna focused on interior work in the San Francisco and Los Angeles offices of an international architecture firm and spent time at a variety of interior and architectural firms around the Bay Area, including a stint as a Revit 3D modeling specialist at a sustainable engineering firm.

EXPERTISE

Experience in amenities, workplace, retail, non-profit, healthcare, higher education, and residential

SELECTED PROJECTS

Confidential 28,000 RSF amenity floor in downtown San Francisco high rise, ForeScout Exterior Deck, 501 2nd Street Exterior Deck Upgrade, Glu Mobile, Anaplan Exterior Deck Upgrade, GitHub, AppDynamics, The Brunswick Group, SASB, Jones Hall, CRV, Emergence Capital, Forerunner Ventures and SoftBank (San Francisco, San Jose, Tokyo) and Rockridge Landscape Residential Upgrade, Kilpatrick & Townsend, Liberty Branch Bank, Github, Anaplan



Omied Arvin 

Principal, Architect

AIA

Email: Oa@fm-arch.com

Phone: (916) 220-0828

EDUCATION & PROFESSIONAL ORGANIZATIONS

- Registered Architect: California
- BOMA
- CoreNet
- Bachelor of Architecture, Cum Laude, Cal Poly, Pomona

For your project, Omied will be the Project Architect, managing the scope's architectural permitting and planning requirements, as well as overseeing construction details and the Construction Document set of drawings.

Omied is driven to know all aspects of a client and their project. Knowing full well that a successful project depends on a collaborative team, Omied prefers an open communication work style with General Contractors and Owners, ensuring that issues which inevitably arise are solved while maintaining design integrity without compromising budget and schedule expectations. He is an expert on Title 24 Building Code and particularly how it is interpreted and enforced in California. He comes from a family of architects which led him to Cal Poly as his school of choice.

Since graduating with honors with a Bachelor of Architecture he has become a licensed architect in the state of California. He is involved in all phases of the project to help the client achieve their design goals while ensuring code compliance. Omied excels at assembling contract document sets for workplace renovations at F+M. He is highly proficient in Revit, AutoCAD, Photoshop, and Illustrator.

EXPERTISE

Architecture expertise in amenities, workplace, seismic upgrades, due diligence, code expertise, and core and shell renovation.

SELECTED PROJECTS

Confidential 28,000 RSF amenity floor in downtown San Francisco high rise, Emergence, 16th Street interior building renovation and roof deck, ForeScout, Okta, Glu Mobile, Anaplan Roof Deck, MemSQL, Oakland Housing Authority, SVB – Portland, Confidential Client 28,000 RSF Amenity Center, 140 New Montgomery Base Building Architect, Emergence Capital 8VC, Peak Design, Brutton Global



Doug Mehl 

Resource Principal,
Architect

AIA

Email: Dm@fm-arch.com

Phone: (415) 378-5184

EDUCATION & PROFESSIONAL ORGANIZATIONS

- Registered Architect: California
- Member, American Institute of Architects, San Francisco Chapter
- Former US Navy Air Crewman with Patrol Squadron VP 10
- Bachelor of Architecture, University of Arizona

For your project, Doug will be the Resource Principal. A founding member of the firm, our project teams all experience a high-level involvement from Doug, ensuring that the project has the resources it needs to be delivered successfully.

Doug is co-founder and Design Principal of FENNIE+MEHL Architects. His expertise working with Corporate and Commercial projects reveals an extremely diverse background of design and project management skills. He has been involved with projects throughout the United States. Doug takes a very collaborative and hands-on design approach, believing the best ideas and design solutions always come from establishing great communication between the owner and the various team members. Doug excels at developing close working relationships with his clients and understands that finding the perfect balance between design, function, budget, and schedule is ultimately what his job is all about.

EXPERTISE

Since starting FENNIE+MEHL Architects in 1997, Doug has been primarily focused with the corporate and technology business sector. He believes this is one of the most exciting and dynamic fields in architecture today, having collaborated with many leading-edge technology firms to create their bespoke workplace environments.

SELECTED PROJECTS

Confidential 28,000 RSF amenity floor in downtown San Francisco high rise, 550 California Amenity Concept, ForeScout Exterior Deck, Marina del Rey Exterior Podium Deck, Ouster R&D Roof Deck, Confidential Client 28,000 RSF Amenity Center, Emergence Capital, 501 2nd Street Exterior Deck Upgrade, Silicon Valley Bank, GitHub, Noe Valley Landscape Residential Upgrade, San Francisco, AppDynamics, Jones Hall, 8VC, Pivotal bioVentures, Indeed.com, Jackson Square Aviation, Burns & Wilcox and Anaplan Roof Deck



James Iballi

Associate

CID, CDT

Email: Ji@fm-arch.com

Phone: (408) 896-4217

EDUCATION & PROFESSIONAL ORGANIZATIONS

- Bachelor of Arts, Interior Design (Interior Architecture), Magna Cum Laude, California State University, Sacramento, 2014
- CCIDC – California Council for Interior Design, Certified Interior Designer, California

For your project, James will be the Technical Lead. James has over 10 years of experience at FENNIE+MEHL and is highly skilled in technical detailing, project specifications, and a wide variety of software. James will be leading the project specification, detailing, and CA process for our team.

James is a highly-motivated and exceptionally well-rounded interior designer at F+M Architects. He has experience in all project phases including space planning, design development and construction documentation. He excels in presentation work including rendering across multiple platforms including Revit, Sketchup, Photoshop, and Illustrator. He also holds a Best in Show Interior Design Working Portfolio award from 2012.

EXPERTISE

Experience in commercial and residential

SELECTED PROJECTS

Confidential 28,000 RSF amenity floor in downtown San Francisco high rise, ForeScout, Okta, Glu Mobile, Anaplan Roof Deck, MemSQL, Oakland Housing Authority, SVB – Portland, Confidential Client 28,000 RSF Amenity Center, 140 New Montgomery Base Building Architect, Emergence Capital 8VC, Forerunner Ventures, Peak Design, Brutton Global, Harrison Street Roof Deck, Indeed



Maya Koni



Designer

Email: vk@fm-arch.com

Phone: (857) 544-3774

EDUCATION & PROFESSIONAL ORGANIZATIONS

- Bachelor of Architecture, Dayanand Sagar Institute of Technology, Bangalore, India.
- MA Interior Architecture, Suffolk University, Boston, MA.

For your project, Maya will be the Interior Designer, working closely with Jenna throughout the project on designing, presenting, and documenting the interior design. Maya's design perspective beautifully marries her past residential interior design experience with her current corporate interior design experience, designing thoughtful spaces that people love being in.

Vismaya's curiosity for art and design from a young age drew her to studying Architecture for her undergraduate degree. After her graduation, she sought to gain a deeper knowledge of interiors which led her to pursue a Master's degree in Interior Architecture. Vismaya's goal in design is to contribute to thoughtful and meaningful work with the user's experience and sustainable design practices front and center. Her background in Architecture and Interior Architecture along with experience in designing for various cultural contexts allows her to bring a unique perspective to her work.

Outside of work Vismaya enjoys travel, honing her digital art skills and exploring design in all its evolving forms.

SELECTED PROJECTS

Confidential 28,000 RSF amenity floor in downtown San Francisco high rise, Emergence Capital, TY Lin Chicago, Mux Video, Peacefield Farm restaurant design – Woodstock, Vermont, High end residential project – Wellesley, Massachusetts High end residential project – Wellesley, Massachusetts High end residential project – Boston, Massachusetts Burns & Wilcox, Bank of San Francisco, Kilpatrick & Townsend, Peak Design