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French PR company Publicis Groupe secures 10,100sqm in office space



by [Su-Lin Tan](#)

French multinational advertising and public relations company and one of the world's largest communications companies, Publicis Groupe, has secured a mega 10,100 square metres office lease in Sydney's Pymont with developer Milligan Group to use for its headquarters in Sydney.

The group will lease the space at 21 Harris Street, a new commercial development "Workshop" backed by Stamford Capital and Quintet Partners.

Publicis has pre-committed to the space prior to the building's completion at the end of 2019 and has signed for 10 years at a net annual rent of \$770 a square metre.

"Publicis Groupe was looking to consolidate its large organisation and over 1000 people into one building that could future proof them for the next 25 years," Milligan managing director James Milligan said.

"This was the exact type of group that we were designing the building for. Having nearly 20,000 square metres spread over eight highly efficient floors means you can optimise integration between departments, which ultimately means increased co-operation and creativity."

The property at 21 Harris Street was dormant for 10 years, despite being approved for a commercial development in 2007. Then owner Lendlease put the project on hold as markets weathered the global financial crisis.

Overgrown car park

[Lendlease decided to focus solely on its Barangaroo office tower project](#) and sold the property in 2012. The 3064 square metre property has been used as an overgrown car park since.

It was part of the larger former CSR facility, part of the Jacksons Landing masterplan precinct in Pymont.

Lendlease was responsible for developing the precinct, spending more than 10 years turning it into a mixed-use area with apartments, shopping, work spaces and recreation except for 21 Harris Street.

The site was subject to several development attempts over the years but none took off.

In 2017, Milligan Group appointed Bates Smart Architects to revisit the original development approval which would have allowed Lendlease to build a seven-storey commercial building with 2650 square metres floor plates and ground floor retail over 15,000 square metres.

Vertical garden

The outcome was a modern "vertically integrated campus style building" with a terracotta, glass and steel facade and an eight-storey central void with a vertical garden.

The building will include designer end-of-trip facilities, a childcare centre, a gym, bars and restaurants, all amounting to an increased net lettable area of 19,500 square metres.

Construction on the speculative build by Icon Co began in January but discussions with three large tenants including Publicis followed shortly after.

Karbon Property's Josh Watts handled the leasing program while Spatia was Publicis' tenant representative.