



Building on a Brand

Liggett Stashower moves headquarters into renovated structure at Playhouse Square

By Dave Larkin | Photos courtesy of Liggett Stashower

Locally based advertising and public relations agency Liggett Stashower recently moved its headquarters to a historic, five-story building in the heart of Playhouse Square in downtown Cleveland. After a dramatic renovation that began in March and was completed in July, the firm now occupies the first three floors at 1240 Huron Rd. with a total of 40,000 square feet of space. The building, constructed in 1905, will henceforth be known as The LS Brand Building in keeping with the agency's mission of building brands for its clients. The agency has deep experience in the building products industry.

The new space has first-floor, floor-to-ceiling frontage with street-level presence on Star Plaza and is located just minutes from the firm's former space on the second floor of the historic Halle Building at 1228 Euclid Ave., where it was located since 1987.

"We could have located in the suburbs and found space in an industrial park for less, but we didn't feel like that would have represented the Liggett Stashower brand," says CEO Mark Nylander.

Boasting a modern, open, flexible floor plan and contemporary décor, design elements include curved, metal staircases connecting all floors; open atriums; doorless offices; three open levels with no interior walls; two employee personal rooms; multiple collaborative work spaces with comfortable, mobile furniture and full wireless capabilities; and an employee café complete with kitchen facilities.

The first floor houses the reception area, ample conference space with

fully integrated AV capabilities where clients will meet with their agency teams, a spacious food service area, and a 75+-seat presentation theater for client and agency events. The second and third floors house brand management, finance, information technology, human resources, connection planning and creative teams. The employee café is on the circular mezzanine level. The new space features energy efficient lighting and motion sensor lighting where feasible.



FITTING COLORS Liggett Stashower's signature terra cotta and dark blue logo are complemented by the selected color palette throughout the new offices, from the reception area (top) to informal meeting areas (bottom).

“The location selected was optimal – space that gives [Liggett Stashower] first floor presence, making a statement for prospective clients,” says Michelle Thompson, senior project designer with Vocon Partners, which served as project architect and interior designer. “We created a first floor conference center, separate from the working floors. By moving from a very large spread-out floor plan to a space with two smaller floors that are connected with an internal stair, makes for a more efficient work environment.”

Sustainability was a high priority during the project. With all new furniture at The LS Brand Building, the agency recycled more than 80% of usable furnishings and supplies from its former space through donations to Habitat for Humanity, Kent State University, Journey Community Church, staff selection and traditional recycling programs. Items were reused and some relocated to save on raw material usage and disposal. For example, to increase connectivity of the three floors and optimize communications among staff, the metal, circular stairwell existing between the third and fourth floors was relocated to join the second and third floors.

Walter Sutliff, president of the Bolton Pratt Co., general contractor, identifies some of the work accomplished. “Renovation of the existing building included new architectural finishes, plus mechanical and electrical systems. From a constructability standpoint, perhaps the biggest challenge was relocating an existing architectural communicating stairway that serves floors three and four to floors two and three, and providing a new stairway from the existing first-floor mezzanine to the second floor. The building floors were opened up so that new structural steel could be installed to support the relocated and new stairways.”

“We have really established a personal connection to downtown,” Nylander says. “We believe the Playhouse Square District is key to a strong region, and we enjoy being part of that.” **P**

