

shea

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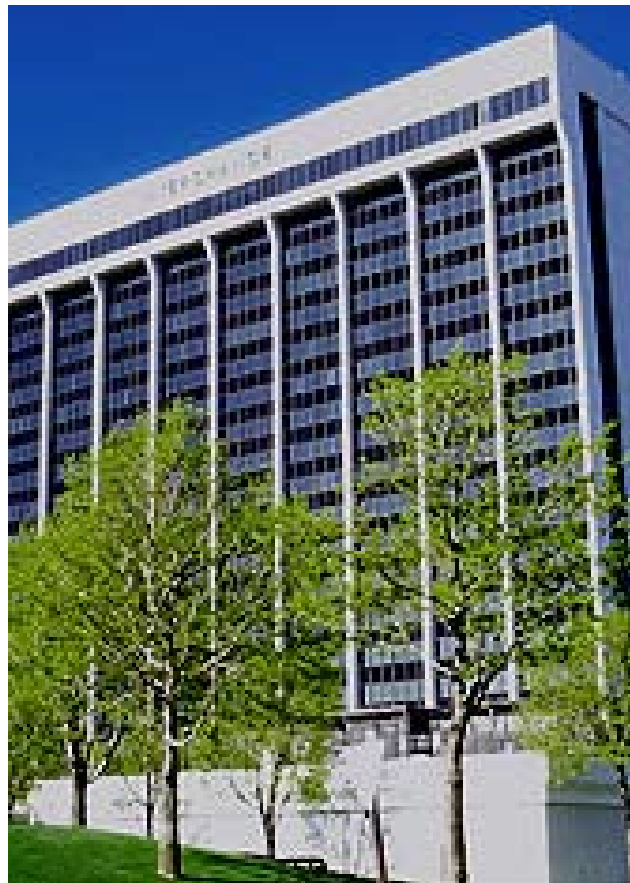


SPECIAL EDITION: The State of Real Estate
GOOD DESIGN FOR YOUR BOTTOM LINE





Exterior upgrades, including new signage and modernized entryways, were applied to all buildings within the complex.



The property was rebranded with new a name and identity, Metropoint - The Center for Business.

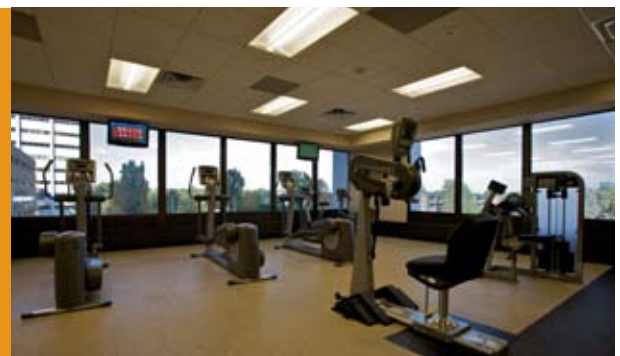
A repositioning plan developed four disjointed buildings into a unified corporate campus.



Reconfigured driving lanes and a newly developed grand entrance and reception area for the main building helps to orient guests upon arrival.



The plan included enhanced amenities and "extras" for tenants including a state-of-the-art fitness center.



Metropoint

THE CENTER FOR BUSINESS

Challenge

New ownership was looking to reposition office campus property including renovation of four existing buildings.

Goals

Reposition the property and introduce a strong competitor in both urban and suburban markets. Reintroduce the complex to the marketplace and increase leasing activity.

The Bottom Line

- + Upgrades increased occupancy by 15%
- + 375,000 SF in new leases, renewals and expansions with increased rental rates
- + Regional 2008 TOBY Award winner from the Building Owners and Managers Association (BOMA), signifying excellence in the office building industry.
- + 2009 NAIOP Minnesota chapter award winner for the best repositioned/renovated property over 100,000 square feet

Interior upgrades incorporated new lighting fixtures, furniture, and finishes.





The State of Real Estate

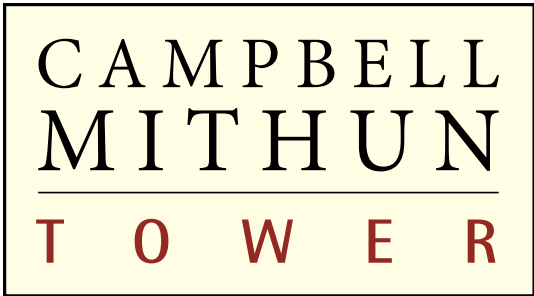
THE URBAN OFFICE TOWER

Challenge

An aging downtown Minneapolis office tower went through an ownership and name change and had lost market share as a coveted Class A office space, with virtually no leasing activity in three years.

Goals

Reposition the property to bring it back to Class A status in order to maintain and increase leasing activity with better rents. Create an ongoing marketing plan to generate attention for the building and its featured offerings.



A repositioning strategy gave Campbell Mithun Tower a distinctive identity, including a new logo.



The Bottom Line

- + Adding conference space, state of-the-art technology, and other 'little extras' for tenants helps to differentiate this property from the competition while giving existing and potential tenants a distinct advantage.
- + Able to capitalize on the foot traffic by encouraging pedestrians and tenants to stay and take advantage of the building's perks.
- + Since the remodel, NorthMarq has secured new leases and lease renewals totaling over 200,000 square feet.
- + The building has qualified for LEED Gold status from the USGBC.

Interior design upgrades include new interactive public spaces and renovated multi-tenant floors.



Finishes with comfort, style, versatility and manageability help carry out the personality to all gathering spots.



The entire design focused on an increased level of energy and uses unique materials and lighting that differentiate it from other properties. The new brand is focused on activity, interaction, communication and openness.



Amenities include an updated concierge desk, a new management and conference center, TVs and directory systems and an interior 'street café.'



Unique fixtures light the open spaces, set the mood and accentuate natural materials used throughout the space.

MARKETING PROGRAMS

Marketing campaigns and events aimed at the real estate broker community increase their knowledge of the property and ensure Campbell Mithun Tower stays top of mind.





LEED for EXISTING BUILDINGS

In May of this year, BUTLER SQUARE became the first century-old, multi-tenant commercial building in the nation to receive LEED-EB O&M CERTIFICATION. Recent efforts that helped Butler Square achieve this status include optimizing energy efficiency, instituting water conservation programs, improving lighting, reducing environmental contaminants, switching to green cleaning products and programs, and promoting and facilitating alternative modes of commuting for tenants.




LEED® CERTIFIED 2009

Shea has been a tenant in Butler Square for nearly 20 years and our great relationship with our building management team from NorthMarq has allowed us to work on many of the building's projects, ranging from design of public areas, to work on tenant spaces, to marketing of activities and events. Most recently, Shea assisted NorthMarq and Butler Square's ownership on their efforts to achieve LEED status. Shea's graphic designers also developed a commemorative logo recognizing the honor as well as a series of posters and large format building graphics that will be used to educate the public on Butler Square's initiatives and the benefits of sustainability.




BUTLER SQUARE is the first century-old, multi-tenant commercial building in the nation to receive LEED-EB O&M CERTIFICATION.



DID YOU KNOW?
Butler Square's lighting improvements have reduced CO2 emissions by more than 68,000 pounds in the past year. Equivalent to taking six cars off the road for a year.

BUTLER SQUARE



DID YOU KNOW?
Butler Square has partnered with the adjacent health club to provide shower access for bike riders, without having to purchase a membership.

BUTLER SQUARE



DID YOU KNOW?
Butler Square's maintenance staff use green cleaning products and practices.

BUTLER SQUARE

Green building and green design have become the norm. Besides energy and cost saving benefits over time, building owners and managers are seeing big marketing benefits:

Tenants want reductions in energy costs and gravitate toward heating and cooling systems that provide healthier air flows and better work environments, especially with companies placing more employees in tight quarters. And even more tenants will begin demanding these systems once they experience the difference. These efforts not only attract tenants and fill spaces, but green buildings will also fetch a larger selling price than comparable space without green features. Green is here to stay.

THE GREEN TEAM

Our LEED-accredited professionals have the latest knowledge of green products and practices and apply it to our projects when appropriate. Often times, regardless of whether our clients are seeking LEED status, it just makes good business sense to design with a green focus. >> Here is what a few of them had to say:



"A misconception about green design is that it's too expensive. There are many economical and effective green strategies that you can employ with something as simple as using energy efficient light bulbs, creating a recycling program, or using low VOC paints."

— Amanda Nelson,
Interior Designer, LEED AP



"Green products, practices and processes have been steadily on the rise and are taking sustainable design from just a trend to the standard."

— Josh Collins,
Interior Designer, CID, LEED AP



"Municipalities are beginning to require more LEED initiatives through building codes and, as a result, many landlords are requiring tenants to become more sustainable as part of their lease terms."

— Ryan Kronzer,
Senior Architect, AIA, LEED AP



"Commercial construction generates between 2 and 2.5 pounds of solid waste per square foot and the majority of this can be recycled."

— Heather Lipinski,
Interior Designer,
NCIDQ, LEED AP

Reception area incorporates exposed ceilings, concrete flooring, a poured concrete reception desk and a central art piece which speaks to the history of Mortenson.



Mortenson CONSTRUCTION

Challenge

Mortenson Construction Company's Minneapolis Group was relocating from the main headquarters to its own floor in an adjacent building.

Goals

Mortenson wanted the new space to reflect the company history, values and culture. They were seeking a space that would highlight comfort, efficiency and productivity.

The Bottom Line

- + Smart, green design reflects company values and culture while promoting collaboration, efficiency and productivity
- + The new layout encourages a good flow, important adjacencies and positive interactivity between departments
- + LEED certified

A "race track" hallway surrounding a central seating area includes an innovative plan that blends leadership in with the rest of the staff, eliminating the need for larger private offices around the perimeter, allowing natural light from exterior windows to flood the entire space.



Planned adjacencies between departments give better proximity to people who collaborate frequently. Convenient zones provide conference spaces and break rooms.



The State of Real Estate

THE SHOPPING CENTER

Challenge

Maintain status as a top regional shopping center that will continue to attract leading national and local retail tenants which, in turn, will continue to drive customer traffic to the site.

Goals

To set the highest standards for the center with regard to tenant design criteria and customer comfort and amenities.

The Bottom Line

- + Galleria continues to sign leases with leading national and local retail concepts.
- + Galleria is one of the region's most sought after retail destinations for retailers and customers.

Storefront design is held to high standards and all designs are reviewed and approved by management



Galleria

EDINA • MINNESOTA



Amenities include plantings, fountains, sculptures and art and comfortable seating areas.



Signage, graphics and marketing within the center are all upheld to the same high design standards.





before

A full façade refresh updated the aesthetics of the center, including upgrades to exterior finishes

The refresh included new landscaping and enhanced individual tenant spaces

PRAIRIEVIEW CENTER

Challenge

Management of a dated 1970's strip center was looking for a design refresh in order to stay competitive with surrounding new retail developments.

Goals

Maintain and attract viable tenants and drive more retail traffic to the site with maximum impact for minimal investment.

The Bottom Line

- + Improved presence in marketplace
- + WINNER: 2009 Business Journal Best in Real Estate Award for Third-party Managed Property - Retail.
- + WINNER: 2008 STARR Award from the Minnesota Shopping Center Association (MSCA) for Exterior Remodel over 50,000 SF.

SIDEBAR of INTEREST

Another aging NorthMarq property, Plaza at Highlands Ranch shopping center in Highlands Ranch, CO, had a similar challenge of staying competitive with several emerging newly constructed retail centers in the area. The solution was a minimal-cost remodeling of the exterior to freshen and dramatically update the center. A new facade gave the formerly dated center a current look and has helped NorthMarq to retain and attract tenants as well as drive greater customer traffic to the site.

PLAZA AT HIGHLANDS RANCH



before



before





The State of Real Estate

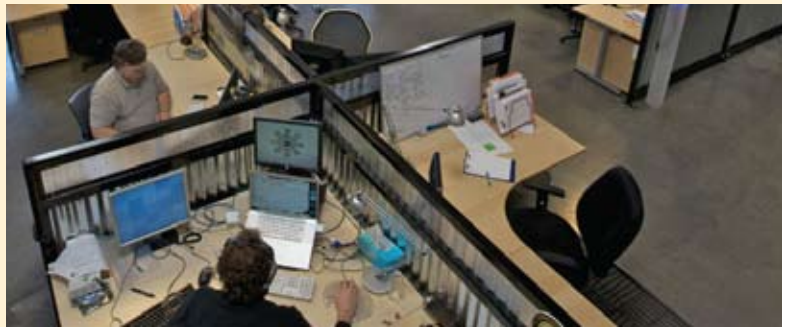
THE ENTREPRENEUR



In 2008, Shea formed a unique partnership with Clockwork Active Media Systems. Shea was in the process of redesigning the company website and Clockwork was recommended for the work. Clockwork was, at the time, looking to expand their offices into an iconic building that was formerly home to an automobile service station. After a few conversations, the two companies realized there was a synergy in their creativity and approach to design. They set up a unique agreement which resulted in an award-winning website for Shea (www.shealink.com) and a dynamic office setting for Clockwork's expanding business.

The Bottom Line

A space was developed that helps Clockwork to communicate their brand. The environment is flexible, encourages comfort and productivity and will allow this growing company room for expansion.



The State of Real Estate

THE SMALL DEVELOPMENT

Shea worked with Interstate Partners, a development group, on the design of the company's new headquarters building in downtown St. Paul. The design involved combining two adjoining buildings at Jackson Street and Ninth Street into the new 500 Jackson Street. The company moved into their new space in January. The design was aimed at combining the two buildings and underscoring the historical features. Shea added warm brick and arched windows with mullions to achieve a classic feel typical of buildings from its time period. An innovative feature of the building renewal is the creation of an expansive outdoor rooftop garden/patio.

Interstate Partners occupies a portion of the first floor and the full upper floor of the 12,000 SF building, and Shea worked with them on the development of a sales brochure designed to attract tenants to the surplus of available space.

The Bottom Line

The brochure aided Interstate Partners in securing additional tenants and the remainder of the first floor has been filled.

INTERSTATE PARTNERS 500 JACKSON





The design takes advantage of the fire barn's existing concrete floors, exposed brick, wood trusses and skylights which flood the space with natural light. Key features include a unique reception desk and oversized conference table, each incorporating steel and glass.



The brand is expressed through a wall gallery of "iconic ideas" and a large graphic wall projection that can display anything from a client logo to a video feed.

The design intent for the new location was to express the Preston Kelly brand through a theme of "raw meets refined."



A completely open office environment encourages a collaborative environment and contemporary, white workstations offset the raw industrial building materials, giving the space a slick, clean feel.



PRESTON KELLY

Challenge

After 58 years in business, this ad agency made a complete transformation of its brand including a name change and office relocation, taking them from a suburban office development to an edgy urban office boutique.

Goal

To create a concept for an office space that would reflect the new dynamic of the company.

The Bottom Line

+The 10,500 square foot office is a solid reflection of the new Preston Kelly brand and allows the employees to do their best work.