

shea

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link



THE NEWLY REMODELED
CAMPBELL MITHUN TOWER

OFFICE PROPERTY
**SPECIAL
EDITION**

**smart design =
profitable properties**



THE OFFICE PROPERTY EDITION

The "Shea Skyline:"
Metropoint Business
Center, Campbell
Mithun Tower, 7500
Flying Cloud Drive,
Pierre Laclède Center

Shea's experience with corporate office properties ranges from major remodels of buildings to minor refresh of interior public spaces. For nearly 30 years, Shea's extensive experience working with owners, managers and tenants has ensured that the building designs that are developed are not only fresh, but relevant.

By combining strengths in architecture, interior design and marketing communications, Shea has helped many clients add value to properties through thoughtful and creative design solutions. In the end, the client has the tools needed to

clearly communicate the property's strengths, which in turn creates marketplace awareness and buzz in the business community. Our clients see reduced tenant turnover, higher occupancies and quicker sales.

This special edition of Shealink focuses on a wide range of corporate office properties, and demonstrates how Shea worked with these clients to find creative and cost-effective solutions that engage the senses and impact the bottom line.



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Butler Square

Located in the Historic Warehouse District of Minneapolis, Butler Square has been home to Shea, Inc. for nearly 20 years. Built in 1907, this year marks its 100th anniversary.

Shea's designers worked with United Properties, the building's management group, to develop a logo and marketing approach for materials and events surrounding the centennial celebration. Shea also designed and produced impressive 40-foot banners that were recently applied to the building signifying it as "The Gateway to the Warehouse District."



Working smarter at M.A. Mortenson

Smart, green design reflects company values and culture while promoting collaboration, efficiency and productivity.

M.A. Mortenson, a diversified construction organization headquartered in Minneapolis, worked with Shea on the design of a new office location for its Minneapolis Group which was relocating from the company's headquarters to its own floor in an adjacent building. For the move, Shea considered much more than just proper seat counts and adequate conference space. Shea's team of designers and marketing professionals met with members of the Mortenson Minneapolis Group throughout the process to get a clear understanding of the way they work, including how they use their space and how they interact with guests and each other.

Shea learned about the collaborative nature of the business and planned more adjacencies between departments giving better proximity to people who work together frequently. They planned a "race track" hallway surrounding a central seating area for all employees, with convenient zones that provide conference spaces and break rooms. An innovative plan blends leadership into the central seating area with the rest of the staff. By doing so, the need for larger

private offices around the perimeter was eliminated, allowing natural light from exterior windows to flood the entire space. The new layout encourages a good flow, important adjacencies and positive interactivity. For the reception area, Shea incorporated exposed ceilings, concrete flooring, a poured concrete reception desk and a central art piece which speaks to the history of Mortenson. LCD monitors that highlight current projects and news also help to set the tone as guests enter the space.

Overall, the project has been designed to help people do their best work by providing an atmosphere that is comfortable, inviting and efficient.



GROWING GREEN



At the outset of the project, **Mortenson stressed the importance of making their new office a "green" space**, since the majority of their construction projects employ this practice. Shea selected environmentally friendly finishes and materials, and worked with engineering and lighting partners to qualify for LEED certification. LEED®, the "Leadership in Energy & Environmental Design" Green Building Rating System, is the nationally accepted standard for green buildings developed by the U.S. Green Building Council (USGBC) membership.

Josh Collins, a member of Shea's interior design team since 2005, recently completed his LEED New Construction exam, making him Shea's newest LEED Accredited Professional. LEED Accredited Professionals facilitate the LEED certification process and help building, project, and property owners achieve their performance goals.



Shea interior designer
Joshua Collins,
CID, LEED® AP

Tower Power

After a three-year lull in lease activity, Campbell Mithun Tower repositions itself to once again compete with downtown Class A properties.

CAMPBELL
MITHUN
T O W E R



The repositioning plan for the property highlights activity, interaction, communication and openness.



Campbell Mithun Tower was built in the mid 1980's as a major office building on the edge of the downtown Minneapolis business core. In 2006, the building went through an ownership and name change, and at that time there had been little lease activity in nearly three years. This made the 725,000 square foot building ripe for a repositioning in the Minneapolis market.

Since the remodel, United Properties has secured more than eight new leases and several lease renewals totaling over 200,000 square feet.

Shea worked with Principal Financial, the new ownership, and United Properties, the property management, on a repositioning plan for the property that highlights activity, interaction, communication and openness.

Shea began by developing a new repositioning strategy for the property and creating a new marketing campaign to give Campbell Mithun Tower a distinctive identity. As part of the campaign, Shea developed and designed new marketing materials including brochures, mailers, and the Web site.

Shea's interior design plan included development of new interactive public spaces, development of a new management and conference center, and renovated multi-tenant floors. The entire design is focused on an increased level of energy and uses unique materials and lighting that differentiate it from other properties.



New electronic directory systems enforce the brand and help guests navigate the space with ease.



Tenant amenities in common areas include interactive spaces including this state-of-the-art conference center.

4 Key Areas of Brand Reinforcement

The new Campbell Mithun Tower brand is focused on activity, interaction, communication and openness. These attributes were considered in the development of all new design elements.

CAMPBELL
MITHUN
TOWER



1. Branded materials A new marketing campaign included updates to all building signage, the Web site and all printed collateral. All are great tools for reinforcing the brand in the minds of those who come into contact with them.

2. Lighting

Lighting is a key element with immeasurable importance. Unique and beautiful fixtures light the open spaces, set the mood and accentuate natural materials used throughout the space.



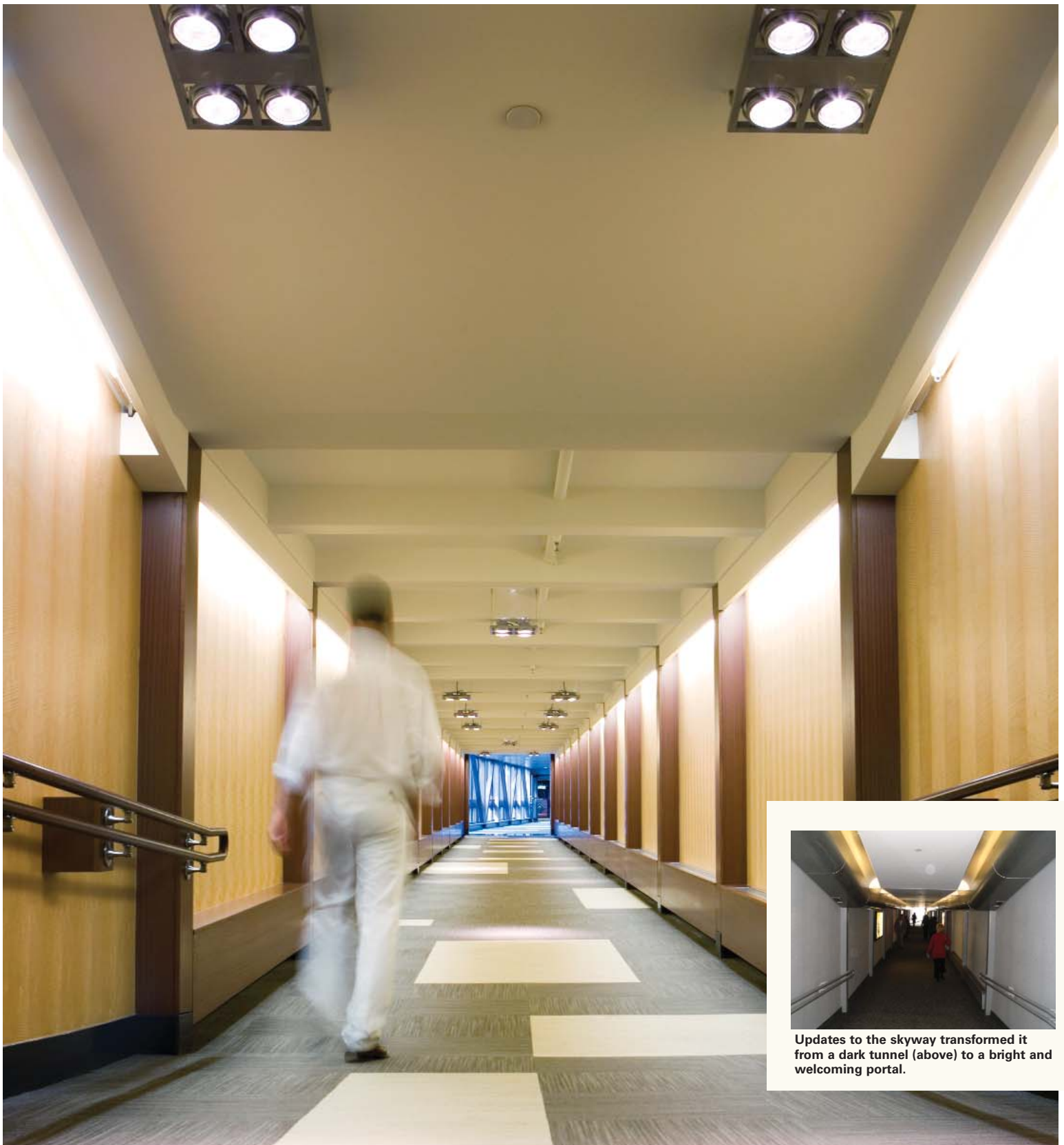
3. Finishes

Comfort, style, versatility and manageability were considerations when selecting new finishes. They help carry out the personality to all gathering spots.

4. Extras for Tenants

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.





Updates to the skyway transformed it from a dark tunnel (above) to a bright and welcoming portal.

Adam Meyer, Shea's project architect for Campbell Mithun Tower, enjoyed working on a relatively young office tower and developing creative and innovative ways to make the building fresher and more marketable. Meyer states, "For many downtown residents and workers, Campbell Mithun Tower is an entryway to the skyway system from the street. Our goal was to make it a very welcoming, casual and comfortable environment that sets an enjoyable tone whether they are coming to do business in the building or

passing through on their way to the skyway. We updated the skyway itself from a dark tunnel to a bright and friendly portal with better lighting and fresh finishes. Through amenities such as the concierge desk, new soft seating areas, TVs and directory systems, and an interior 'street café', we capitalize on the foot traffic by encouraging pedestrians and tenants to stay and take advantage of the building's perks. Now people are using the space, rather than just passing through, and that adds to the welcoming energy."

Encore Meeting Centers Plan for Expansion

Success of initial location spurs development of a prototype for nationwide roll-out.



Renderings of the Encore Meeting Center Prototype.

Ewald Consulting has managed over 2000 corporate events throughout the country since its founding in 1982. In 2005, they opened the Dorsey Ewald Conference Center that accommodates up to 100 people in flexible classroom or theater style and is available to the public for half-day or full-day rental. Rental includes use of a built-in registration desk with computer, printer and copy machine as well as the use of LCD projectors, DVD, VHS, screens, sound system, internet access, and wireless internet. The current design of the space is clean, contemporary and ergonomically superior.

The immediate demand for the space presented a unique opportunity and Ewald began to consider developing a strong brand for the center and expanding to several locations. This spring, they worked with Shea to begin planning for development and growth.

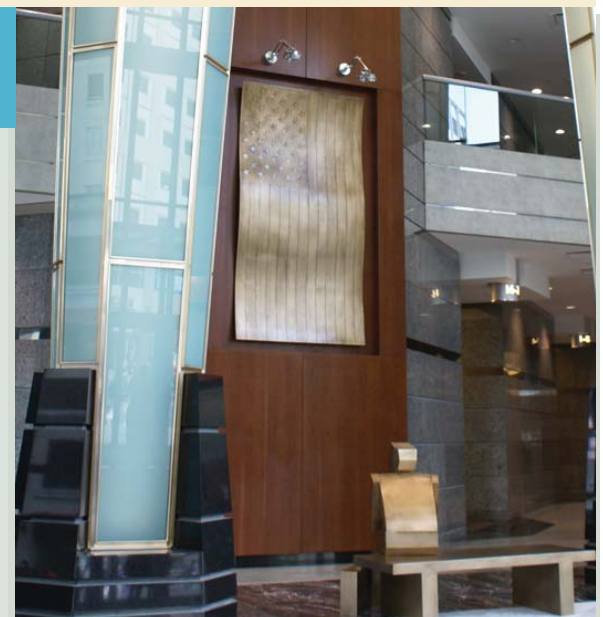
Shea developed an entirely new brand identity and dynamic new logo for the conference center, renaming it Encore Meeting Centers. Shea then worked with Ewald to fine tune the concept from an operational standpoint which helped to set prototypical guidelines for shaping future locations. Operational programming sessions with the client helped to determine typical square footages, amenities and other location requirements. Finally, Shea worked with them to develop a promotional sales kit that they could use as a presentation tool to attract potential investors. This full-color booklet, intended to garner interest from prospective financial backers, fully illustrates the Encore Meeting Center concept and includes the new logo, concept narrative, concept images, design standards, operational components, design features and renderings.

Ewald will begin by applying the new brand to their current center with plans to build several nationwide once funding is secured.

Artsy Upgrades: AT&T Tower

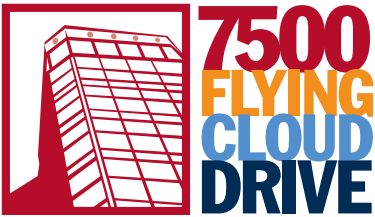
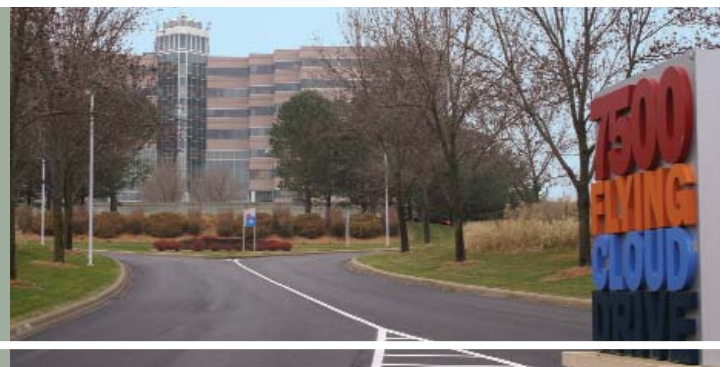
Ryan Companies, managers of the AT&T Tower in Minneapolis, have been working with Shea for several years on refreshing the tower's public spaces through a series of upgrades. Various design elements have been phased in and include updated finishes, a new security desk, new directional signage and several new public seating options.

Shea was also involved in developing an art program for the building, assisting with the selection of an artist for a custom piece for the lobby. A bronze-cast sculpture of a person sitting on a bench observing a large American flag complements the building's architecture and takes advantage of the large-scale vertical space and art deco-inspired columns. The contemplative nature of the piece has captured the attention of tenants and guests and has added a unique element that sets this building apart.





7500 Flying Cloud Drive



Shea developed a new brand identity that was applied to exterior signage, giving the building a stronger position that differentiated it from the other office complexes in the area.

Shea worked with Ryan Companies to help them update 7500 Flying Cloud Drive, an office building Ryan developed for Best Buy 20 years ago. The building was anchored by

Best Buy's real estate division until they relocated to the company's headquarters in 2002, leaving behind a great deal of vacant space. The 10-story, 200,000 square foot building was in need of a refresh in order to compete for tenants in the rapidly expanding business district of Eden Prairie, Minn.

Shea developed a new brand identity, including a new logo that was applied to the exterior signage, giving the building a

stronger position that differentiated it from the other office complexes in the area.

Shea also applied the refreshed identity to new directories and tenant signage within the building. In addition, Shea updated the public spaces with furniture and finishes that helped to modernize the space.

The Twin Cities Business Journal reported that immediately following the updates, Ryan Companies leased all but 13,000 square feet, which subsequently led them to place the building on the market. Last year, Ryan sold the property to Connecticut-based Cornerstone Real Estate Advisors for \$31.2 million.



New lobby at Metropoint.

BPG Properties: Urban Amenities Meet Suburban Convenience

In one of the area's largest commercial real estate transactions in 2006, BPG Properties of Philadelphia purchased the former Interchange office complex, at the intersection of Hwy 169 and I-394 in Minneapolis. BPG hired Shea to reposition the property and begin design plans for the renovation of five existing buildings that include almost 940,000 square feet of office space. The planning also included reviewing potential new development opportunities for the 20-acre property.

With a goal of reintroducing the complex to the market and increasing its leasing activity, Shea renamed the property as Metropoint, The Center for Business, and created a plan that will position the complex as a more unified corporate campus with amenities that are typical of urban office buildings, including retail, cafés, full fitness facilities and flexible conference spaces.

Shea's plans include new exterior concepts for each building, a new layout of the drive lanes, overall landscaping with new public areas and paths, renovation of the interiors, and a renewed focus on top-of-the-line business-oriented amenities. The construction is currently underway with phased openings through 2008.



New grand entrance and integrated art program enhances common areas.



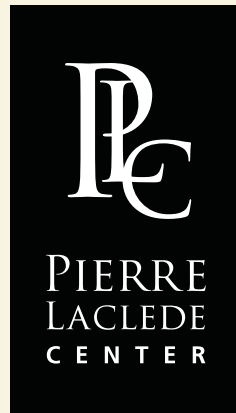
Metropoint Center for Business at I-394 and Hwy. 169 in Minneapolis.



New monument signage serves as the focal point in the outdoor space at Metropoint.



Pierre LaClede exterior rendering of entrance shows updated granite tile, new signage and canopy to create a grand scale.



A new logo identity for the center is distinguished and timeless.



Common areas are now green spaces with updated lighting and materials.

While Shea and BPG Properties were collaborating on the redevelopment of Metropoint, BPG finalized another purchase of a two-building complex in the heart of Clayton, Missouri, known as the hub of business activity for residents of St. Louis. BPG engaged Shea during the purchase process to assess the nearly 40-year-old buildings and to create a renovation plan that would update the property to meet the needs of its current and potential tenants and the possibility for potential growth.

Plans included a renovation of all exterior entrances and public spaces to unify the buildings and create quality impressions for tenants and guests. For the interiors, Shea's design highlights include dramatic lighting that enhances the existing natural marble, and rich woods and carpet that upgrade the space and soften common areas. Shea also made recommendations for art programs and designed a complete signage program. The renovation plan is currently being implemented.

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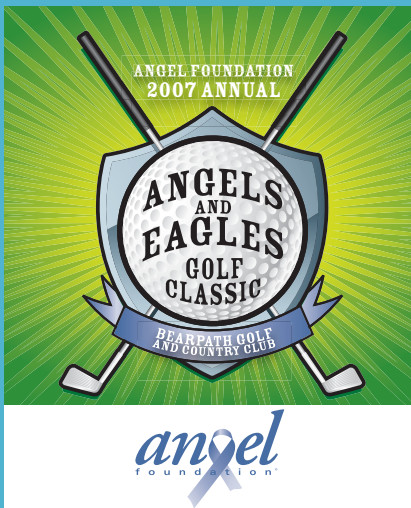
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*Electronic versions of Shea link are available at www.shealink.com.
Questions? Comments? Contact us at 612.339.2257 or info@shealink.com.*



A good cause

For several years, Shea has been a proud supporter of The Angel Foundation, a non-profit organization that provides financial assistance for basic non medical living necessities for cancer patients and their families, right here in Minnesota. In addition, Angel Foundation helps strengthen families by providing education and support through its Facing Cancer Together program (FaCT) which includes special programs such as Kids Kamp for children 5-18 who have a parent or grandparent experiencing cancer.

This year, Shea partnered with them on their 5th Annual Angels & Eagles Golf Tournament. Shea designed a vibrant new logo for the event and produced a save-the-date postcard, registration brochure and tournament signage and banners.

In August, 124 golfers teed up at Bearpath Country Club and the event more than doubled the proceeds from the previous year, raising more than \$80,000. The money raised goes directly to Minnesota families dealing with cancer. Shea is proud to have played a part in this highly successful event.

To learn more about the Angel Foundation or the Angels and Eagles Golf Classic, visit: www.MnAngel.org

www.shealink.com