

Hines

Redeveloped. Repositioned. Rejuvenated.

Challenge:

Less than 50% occupied and showing no profit

When a leading Japanese engineering and construction firm took control of a four-year-old, 650,000-square-foot office tower in Chicago's central business district, the building's viability was in doubt. Leasing was stalled at 48 percent, base building construction was incomplete, tenants were dissatisfied, real estate brokers were avoiding the property, financial projections were based on four-year-old market conditions and equity contributions were being used to operate the building.

Solution:

A comprehensive re-development program by Hines

Taking control of 225 West Wacker in January 1993, Taisei America Corporation sought a company proven to be expert in strategic real estate decision making, successful marketing and leasing, comprehensive building system recommissioning and sterling tenant service. Hines filled the bill. The firm initiated a comprehensive asset redevelopment plan and an aggressive marketing program, leveraging the desirable river location, quality of the architectural finishes, abundant parking and large, efficient floor plans. Direct mail announcements, promotions, and proactive responses to brokerage community requests energized the leasing efforts. Tenant focus groups helped building management identify areas of concern and regain tenant confidence. Tenant comfort was increased, while operating expenses were reduced.

USA Chicago

225 WEST WACKER



Result:

A prime corporate location with enhanced profit potential

Within five months, Hines had reduced operating expenses by \$1.1 million. As a direct result of Hines' involvement, the owner's cash drain was eliminated, 232,000 square feet of space was leased, tenant satisfaction was restored, and the building's reputation as an enviable corporate location was cemented with businesses and brokers.