

RE

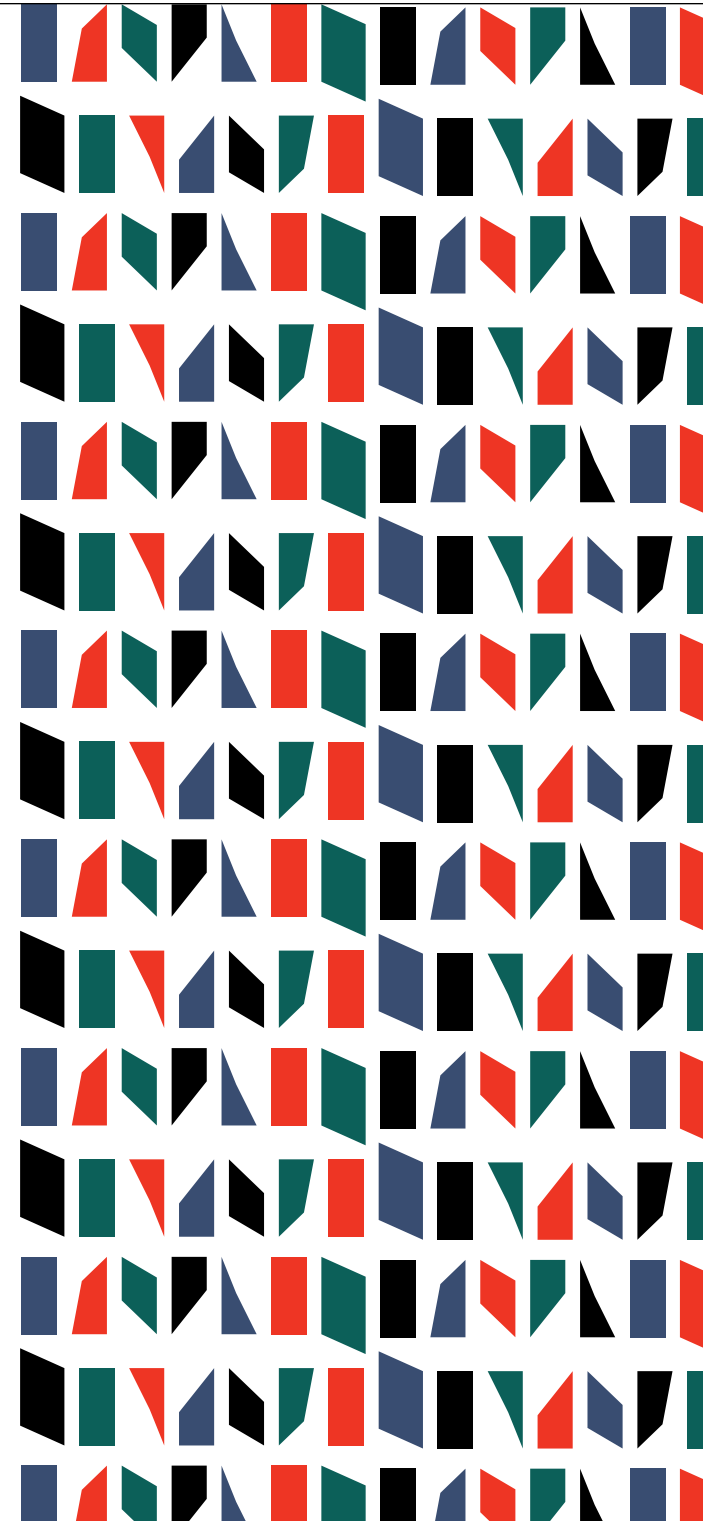


POSITIONING

RE POSITIONING

As newly constructed office buildings enter the commercial real estate market across the country, prospective tenants are inundated with shiny, pristine options that offer top-of-the-line amenities, services, and branded experiences. In this highly competitive marketplace, existing office buildings from all decades are leveraging their prime locations and repositioning themselves with new spaces and amenities to attract and retain key tenants.

Architecture, planning, and interior design firm Solomon Cordwell Buenz (SCB) is helping building owners reinvigorate their properties by enhancing their street presence and brand, correcting spatial inefficiencies, improving circulation, and envisioning contemporary spaces with new and improved amenities.





Design can both protect an investment and maximize its potential. An innovative and strategic approach is critical in repositioning an asset to enhance the tenant experience, increase operational efficiency, and generate ancillary revenue.

LEVEL OF INVESTMENT

Design solutions in the repositioning marketplace are certainly not one-size-fits-all. Successful projects hinge on developing a strategic approach that weighs level of investment with maximum impact to enhance the overall tenant experience.

REFRESH

Update finishes and furniture in existing spaces.

\$ —●————— \$\$\$

RENOVATE

Reconfigure existing spaces for better efficiency and a better tenant experience.

\$ —————●————— \$\$\$

CONVERT

Repurpose leasable or underutilized space to add or expand an amenity program.

\$ —————●————— \$\$\$

ADAPTIVE REUSE

Change a building's function and use.

\$ —————●————— \$\$\$

OCCUPANCY RATES

Prudential Plaza is a legacy office building with a premier location and unmatched views of the city. However, growing competition from newly emerging office districts in the city compelled ownership to invest in the property and cement its position as the destination of choice for Class-A tenants. SCB was engaged to update the main lobby finishes and lighting, retail storefronts, elevator lobbies, and informal tenant gathering areas throughout the tower. A new amenity program on the 11th floor introduced a tenant lounge complete with a 11,000-square-foot outdoor terrace offering sweeping views of Millennium Park and the city skyline.



PRUDENTIAL PLAZA

CHICAGO, IL

VACANCY *Data from Costar

PRE-REPOSITIONING
58% vacant

+ 3 YEARS
20% vacant

+ 5 YEARS
<5% vacant

PRIME FOR REPOSITIONING

The value of a building that is prime for repositioning begins with its inherent characteristics. Design capitalizes on these existing assets, transforming a good building into a great building.

INHERENT VALUE

LOCATION

Within an established business district, with access to existing transportation, retail, and services

HERITAGE

A recognizable location to the larger community

SUSTAINABILITY

The most sustainable building is one that's already built

ADDED VALUE

FILLING A GAP

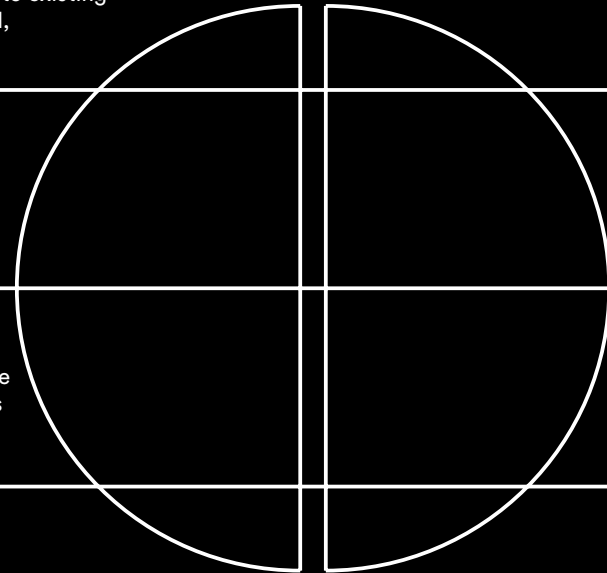
Strategic programming to address needs not met within the surrounding area

UNIQUE NARRATIVE

Branding built on legacy and history

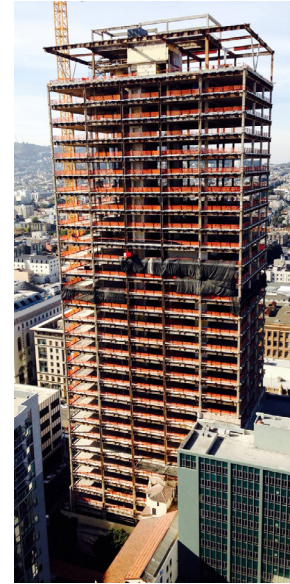
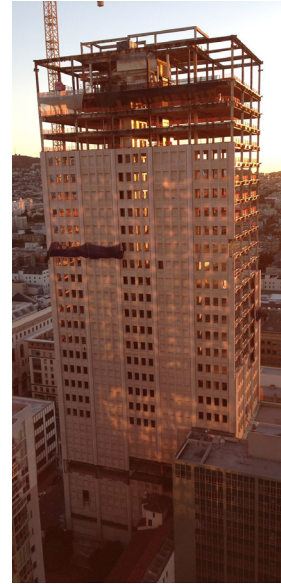
PERFORMANCE

Space and resources for forward-thinking, adaptable systems



ADAPTIVE REUSE

SCB transformed the former California Automobile Association office building into a 418-unit apartment tower. The highly complex project utilized the existing structure and replaced the former masonry enclosure with a high-performance glass curtain wall, as well as a complete redesign of the floor plates to accommodate residential units. While a significant undertaking, the client was able to capitalize on the building's prime location in the Civic Center neighborhood and San Francisco's high demand for downtown housing.



100 VAN NESS
SAN FRANCISCO, CA

BUILDING IDENTITY



First impressions are lasting impressions. So it comes as no surprise that many repositioning efforts begin with a hard look at a building's entry, presence within the greater streetscape, and the public ground floor spaces within. Publicly visible design interventions and upgrades signal that change is in the air, while a cohesive branding, design, and programming approach that flows from the outside, in, sets the stage for the entire property.

THE POWER OF BRANDING

A brand sets expectations and influences how we think about a product. Re-branding can impact that perception through subtle and not-so-subtle graphic nuances. Branding and design throughout a building has the same power, reversing even the most negative perceptions and spurring new interest.



SYMBOL

Airplane - generic, impersonal

TYPE

Uppercase - abrasive
Font - boring, dated

COLOR

Black - perceived as formal,
intimidating



SYMBOL

Heart - universal, positive emotion

TYPE

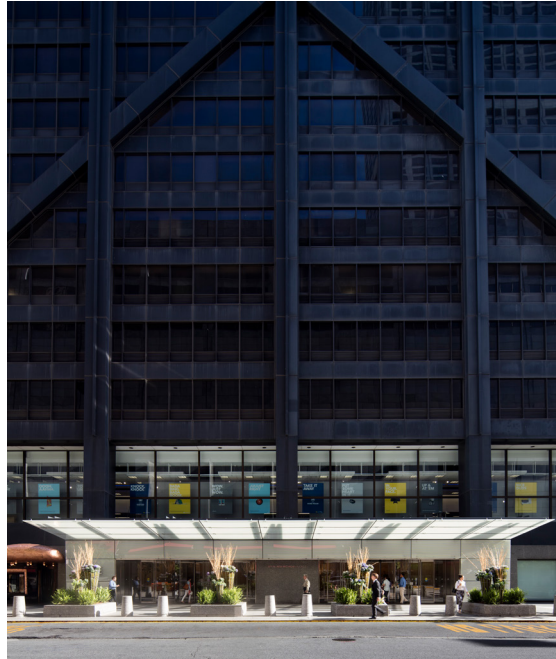
Proper Case - professional, approachable
Font - modern, softer

COLOR

Blue - perceived as trustworthy, loyal

ARRIVAL EXPERIENCE

SCB was entrusted to re-imagine a new office entrance to Chicago's iconic John Hancock Tower, helping to distinguish it from the entry to the building's observation deck. A minimal and modern glass canopy defines the entry from the street while a large scale sculptural installation breathes new life into the updated lobby.



JOHN HANCOCK TOWER
CHICAGO, IL



ACTIVE LOBBIES

Office lobbies were once seen as simply a space to pass through to get to the elevators. Furniture was sparse and the volumes often vast. Today, lobbies are being reimagined as spaces that build community and make design statements.



ONE SOUTH WACKER CHICAGO, IL

BEFORE

Cold. Dark. Uncomfortable. Not a space to linger in, but rather, one to pass through.

AFTER

Warm. Inviting. Engaging. A place to you take a call, wait for a ride, or meet a colleague.



RETAIL INTEGRATION

Amid the macro-changes in consumer behavior, a new approach to retail can help transform the spaces tenants normally rush through into dynamic amenities. Cafes, restaurants, and storefronts that spill outside of their four walls into high-traffic areas can activate lobbies and primary circulation paths, naturally integrating the building and its services into tenants' lifestyles. At 111 South Wacker, a new cafe on the 11th floor provides tenants with a quick and easy spot to grab coffee with a colleague, without having to leave the building.



111 SOUTH WACKER
CHICAGO, IL

SPACE &
PROGRAMMING



As the lines between work and life continue to blur, services and programs that centralize and simplify people's lives become the new necessities. A building that helps to harmonize work-life balance can be the differentiator for tenants looking to flourish in the modern workplace.

GENERATIONAL EXPECTATIONS

One of the greatest measurements of a location's competitiveness is its destination appeal. Building a culture of customer service, providing services that support daily life, facilitating experiences, and embracing innovation bridges the generational gap and growing expectations of today's workforce.

*2025 WORKFORCE	BOOMERS 18%	GEN X 21%	MILLENNIAL 42%	GEN Z 19%
WORK IS	An Expectation	A Necessity	A Source of Purpose	A Constant Evolution
LONGS FOR	Loyalty Work Ethic	Work / Life Balance Independence	Flexibility Wellness	Creativity Stability
VALUES	Customer Service	Efficiency	Experiences	Innovation
AMENITIES	Parking Restaurants + Retail	Conference Centers Fitness Facilities Outdoor Spaces	Co-working Community Programming Tenant Lounges Bike Storage	Sustainability Standards Integrated Technology Rideshare Programs
COMMUNICATES BY	Phone call	Phone call Email	Mobile Phone Call / Text / IM / Email	Text Social Media Wearable Technology

**Data from the U.S. Bureau of Labor Statistics*

TOP AMENITIES

Top 5 requested amenities for office and repositioning projects by SCB clients:

1. Fitness and wellness facilities
2. Tenant lounge
3. Conference center
4. Outdoor space (green space or terrace)
5. Dining (grab-and-go cafes, coffee bars, after-hours bar)



111 SOUTH WACKER
CHICAGO, IL

THE GREAT OUTDOORS

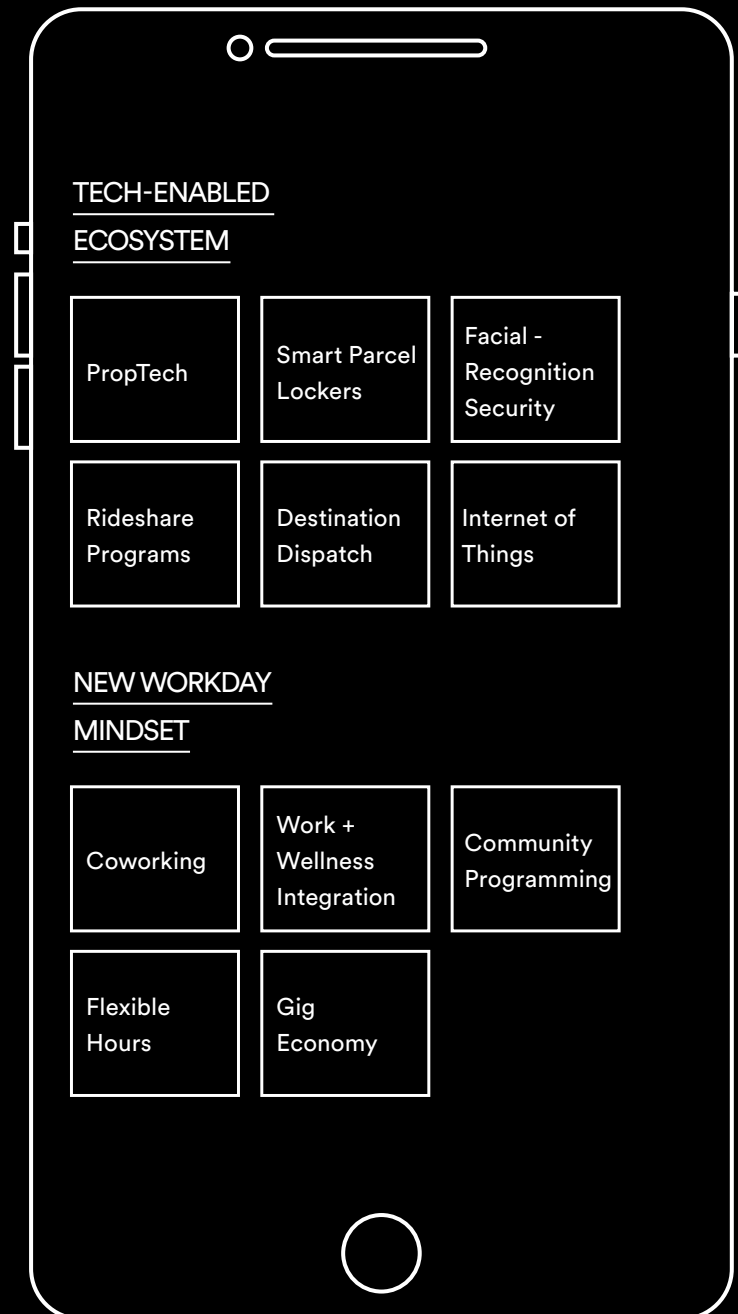
In today's market, there's a resounding demand for outdoor space from coast-to-coast, regardless of climate. At Telegraph Tower, three large terraces and balconies on every floor create 30,000 SF of combined outdoor space with unobstructed views of San Francisco and the Bay.



TELEGRAPH TOWER
OAKLAND, CA

MARKET DISRUPTERS

Rapid innovations in technology are disrupting the way people work and shifting behavior and thinking about how space is experienced. As the traditional office setting evolves and work styles change, there is a growing need for technology and public spaces to support new modes of work.



DESIGN
DIFFERENTIATES



Matching amenity for amenity, service for service, and lease rate for lease rate will eventually homogenize the repositioned office building market. What will make a building stand out to tenants and investors? Design. Design is the differentiator—it elevates the tenant experience, transforms common amenities into unique offerings, and ultimately increases the value of an asset by simply making a building a place where people want to work.

RESIMERCIAL DESIGN

How people live fundamentally informs how they work. And with a portfolio of over 55,000 residential units and 5.6 million square feet of office space, SCB has in-depth knowledge on how the two are merging to create new spaces. The rise of “resimercial” design brings elements of residential design into the workplace. At 210 N Carpenter, textured materials, warm finishes, and comfortable furniture, to name a few, all work together to bring a familial sense of home to the office building. The goal is to make people feel more at ease, less stressed, and create an environment more conducive to creativity, collaboration, and of course, productivity.



210 NORTH CARPENTER

CHICAGO, IL

FOUND SPACE

With innovations in building systems and technology, the space needed for building operations has drastically decreased, opening up a host of opportunities for new and unique amenity spaces. Such was the case at 303 East Wacker. SCB was challenged to transform a formerly dark storage and mechanical floor into a large new tenant lounge and fitness center. New floor-to-ceiling windows were added to the space, opening it up to expansive views of the skyline. The northeast corner of the floor features operable windows, allowing the space to transform into an outdoor terrace in warmer months.



303 EAST WACKER
CHICAGO, IL

OLD MEETS NEW

As an adaptive reuse of an existing meat packing facility, the new Vital Proteins headquarters capitalizes on the historic and existing architectural vocabulary to inform elements of the interior design, creating a bespoke space that embodies the collagen-based wellness company's brand. In contrast to many of the industrial-inspired offices located in Fulton Market, the design brings a refreshing West Coast vibe full of bright whites, vibrant visuals, and greenery to the Midwest, merging the elements to create a natural setting in an urban Chicago loft.



VITAL PROTEINS
CHICAGO, IL



MEMORABLE MOMENTS

Sometimes small design interventions can have the biggest impact. Creative uses of color, dynamic graphics, or whimsical furnishings can all help create Instagram-worthy, unforgettable spaces.



1



2



3



4

1 COLUMBIA COLLEGE CHICAGO
CHICAGO, IL

2 VITAL PROTEINS
CHICAGO, IL

3 CAPITAL ONE
CHICAGO, IL

4 UPWORK
CHICAGO, IL

RE POSITIONING

Transforming a building with unrealized potential requires a fundamental understanding of how investment, first impressions, destination, and experience overlap to help shape a successful repositioning project. From financial strategy and branding, to programming and meaningful environments, design informs every decision along the way.

Solomon Cordwell Buenz

Architecture
Interior Design
Planning

scb.com



INVESTMENT



FIRST
IMPRESSIONS



DESTINATION



EXPERIENCE



REPOSITIONING