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A Tailored Approach to Repositioning Projects of Any Size and Budget

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In the past decade, building repositioning has become increasingly attractive to office building owners looking to retain existing and attract new tenants. Yet, in the world of repositioning, building upgrades are not one size fits all. Nor is the approach to repositioning as direct as “if you make it pretty, they will sign.” High value building repositioning demands a strategic approach in which the architects and owners work together to solve specific problems with a unique design response.

Through their distinct strategic approach, CBT has changed the process and the perception of building repositioning. Rather than treat a repositioning project as a fixed assignment—for example, “design a new lobby”—CBT searches for the deeper reasons that prompted the call for change. This quest provides a complete picture of why the particular repositioning, or in some cases re-branding, needs to occur. CBT thus provides owners with a range of inventive options to ensure the success of their repositioning project.

A New Perception of Repositioning

How is CBT’s approach to repositioning different? In short, they ask questions, pushing beyond the project to devise holistic solutions that increase value. They work closely with a building’s owners to understand what they need, what identity they need to express. Then they help the owners achieve this identity architecturally in a creative, quick, and financially responsible way. The resulting product creates a distinct brand for the property that increases value for both the owners and tenants—a win-win situation.



CBT's diagnostic approach shifts the perception of building repositioning in two ways:

1. The Owner's Concept of Creating Value

CBT's working process helps owners strategically rethink their building and its potential. CBT works with owners to understand the ultimate goal of the repositioning exercise. Is it to increase value? To bring the building up to competition level with neighboring buildings? Or is it to change the image or perception of the building?

CBT also encourages owners to engage with existing and prospective tenants, as well as building management to discuss the aspects of the property that work and others they would like to see changed. In other words, what do the existing tenants want and what are new tenants looking for? This act of engagement, seemingly simple, is crucial to the success of any repositioning project. While ensuring that the project addresses tenants' needs and expectations, this process includes the tenants in crafting their spaces' identity. The owners make every dollar count, and they cultivate tenants' loyalty and attachment to the repositioned property.

2. The Practice of Building Repositioning

There are endless ways to reposition a building, from minor aesthetic changes through major structural alterations. Think of building repositioning as a makeover: options abound, and they can be tailored to fit a range of budgets and levels of interventions. One can get a haircut, buy a new wardrobe, or opt for something more dramatic. The choice depends on the desired result and the funds available.

The same is true for building repositioning. CBT recognizes that each building repositioning project is unique and must be assessed on its own terms, taking into account the hopes of the owner, the needs of existing and/or future tenants, the particulars of the building and its site, and the ultimate brand. Levels of intervention can range from relatively inexpensive new signage or a new entry that defines the building's street presence to the expansion and reconstruction of a building's semi-public spaces. With this variance in mind, CBT has developed a "one size does NOT fit all" mentality that categorizes repositioning initiatives as Small, Medium, Large, and X-Large.

One size does *not* fit all: CBT's extensive repositioning work comes in the right size to fit any budget, scale, and desired outcome. Here are a few examples:

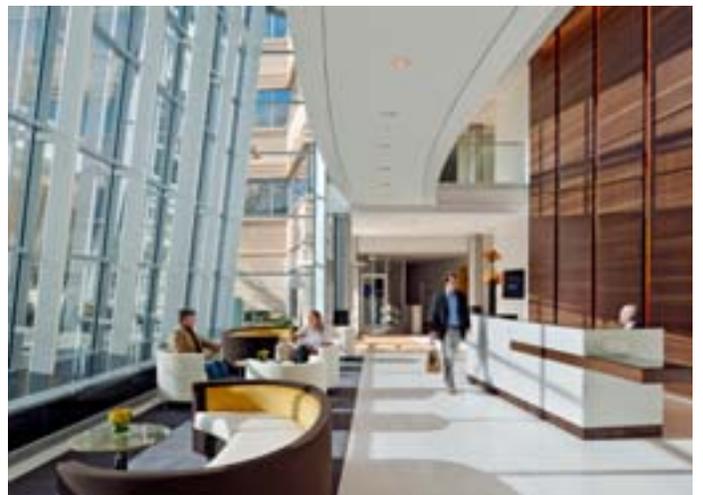


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SMALL
116 Huntington Ave
Boston, MA

Originally designed by CBT in the late 1980's, the 116 Huntington Ave lobby, public spaces, and street presence needed updating to further increase its value in the Back Bay. Its iconic front archway, oculus shaped window, and high volume lobby are the timeless monikers that distinguish the building today. By relocating the security desk and reducing its size, the new desk gives the guest and the tenant a concierge or hospitality-style experience while the intimate size of the lobby, at a modest 1,800 square feet, allows a higher level of impact with a fiscally responsible design solution. New ceiling lighting, soft seating, artwork, and wall treatments add contemporary touches to the lobby without having to remove the large span of wall and floor stone. Brighter silver greys and warm wood tones of Fumed Eucalyptus complement the existing stone and reflective chrome finishes, giving the building a new and fresh identity with the context of Back Bay.

M
MEDIUM
New Balance Headquarters
Brighton, MA

CBT repositioned this multi-tenant office building, redesigning over 11,000 square feet of space including a new public ground-floor lobby and an updated corporate café. To unify these disparate spaces, they used similar materials and lighting. The lobby sports a modern sensibility achieved through a mixture of medium-toned woods, new furniture, clean white textiles, and a new feature wall back-lit by color-changing LED lights. The warm tones and crisp whites continue into the second-floor café, linking this fresh dining space with the entryway below. Together these two interventions bring a contemporary and revitalized aesthetic to the New Balance Headquarters.





Wellesley Office Park Wellesley, MA

Equity Office hired CBT to help reposition Wellesley Office Park, a suburban corporate campus outside of Boston, and elevate its perception in the marketplace. This involved the design and renovation of Building 55's ground floor, intended for use by the entire campus.

The final program—totaling 13,735 square feet—included refreshing and expanding an existing café, points of entry, and building vestibules, while adding elements such as conference facilities, a lounge area, and a new fitness center with men's and women's locker rooms. Very well received by all users, the repositioning of Building 55 has proven to be an attractive feature to potential new tenants.



One Post Office Square Boston, MA

Located at One Post Office Square, a prominent address in the heart of Boston's Financial District, the office building had not been updated since the 1970s and lacked visual presence and amenities at the street level. CBT worked with The Blackstone Group to reposition the building and transform the Class A address into a prominent Class A building. The main strategy involved the creation of an enlarged, more public lobby that brings a fresh, light, clean aesthetic to the building. The resulting 10,000-square-foot lobby boasts a three-story structural Pilkington glass wall, which frames the exterior of the building, engages the public realm, and provides vast views to the landscaped Post Office Square beyond. Abundant natural light illuminates the lobby's modern white-on-white palette, which incorporates fine Italian marble, white glass, and stainless steel accent columns. The glowing lobby space gives way to redesigned elevator banks, which include rich, dark oak and illuminated glass. This award-winning design has transformed One Post Office Square into a sought-after address and an urban jewel.





So the question for you is,
What's your size?

These examples of CBT's repositioning practice, in sizes Small through X-Large, highlight that building repositioning is not a one-size-fits-all endeavor. Small interventions—such as signage and lighting—can have a big impact. Likewise, a series of Small or Medium improvements—new entryways, café upgrades, and the addition of other tenant amenities—can add up to a Large or an X-Large repositioning project.

CBT has repositioned building repositioning. They understand that building repositioning comes in many shapes and sizes: an updated entrance or café, new art or a fitness center, eye-catching signage or interiors... the list goes on. With this in mind, CBT helps owners determine the most valuable interventions at the right scale and the right budget. While the paths can be diverse, the goals remain similar: CBT strives to strategically and holistically increase the property's value, to create a building that shines amongst its peers and boosts the bottom line for its owners and managers.

