



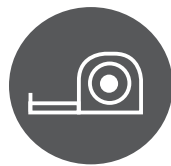
BEFORE



PROPOSED SOLUTION

case study: **BLOCK 37**

Chicago, Illinois



490,000 SF



**CURRENTLY UNDER
DEVELOPMENT**



**BUILT IN
2009**



AFTER

An urban mall in the heart of the Chicago Loop, Block 37 offers more than 280,000 square feet of commercial retail space within a dramatic five story atrium. The project provides connections from retail to the neighboring media tower, as well as CTA blue and red line stations.

At the time they hired OKW, the receiver and property manager were in foreclosure proceedings on the project. With only 40% of the retail space leased, OKW was charged with creating a vibrant environment that would enrich leasing opportunities and developing alternative retail planning strategies for vacant space. Another critical component was OKW's responsibility to design a new interior and exterior graphics and signage program to improve wayfinding and better position the building as a more obvious retail destination.

Since being retained, OKW has assisted the owner, CIM Group, with leasing efforts by creating enhanced tenant criteria and a building area matrix for tracking tenant space development and leasing. We tie this numeric information with a graphical representation of building floor plans. These overall leasing plans help unify the marketing, leasing, and operating efforts of the building to a single source of information. The new-found success of this project exemplifies OKW's ability to serve in a long-term advisory capacity to a building owner.