

U.S. Bancorp Tower

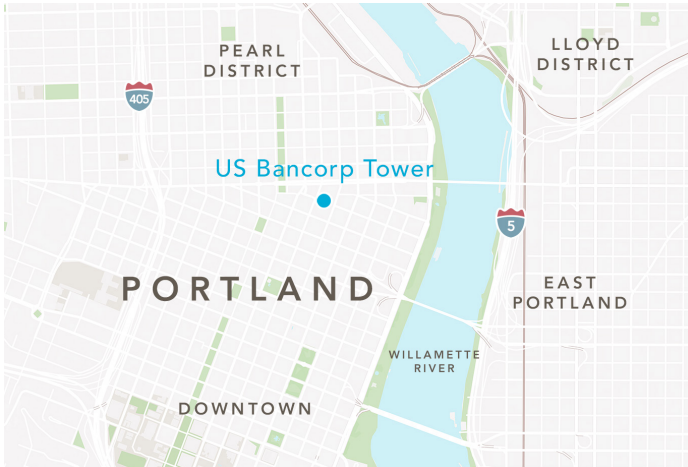


Knowing that anchor tenant U.S. Bancorp would eventually downsize, and that the new wave of office demand favored a more activated environment, Unico embarked on a property makeover.

Our vision was to reposition the property to attract a more diverse tenant mix, emphasizing technology and creative firms, without alienating the professional firms that defined much of the existing tenant base and had upcoming lease renewals to address.

U.S. Bancorp Tower is an iconic Class A, 42-story office tower offering a panoramic view of Portland

REPOSITIONING



A year after U.S. Bancorp
gave back 180,000 square
feet, the tower was back to
97% leased
in a market that typically
absorbed 300,000
square feet a year

To appeal to a broad mix of tenants, our repositioning strategy combined polished style with modern amenities.

We spent a year renovating the 1.2 million square foot tower and plaza, adding retail amenities, contemporary finishes, a stunning new staircase with glass walkways that improved circulation, and 15,000 rentable square feet of new usable space. We also revamped the outdoor plaza, renovated floor plates to create open, vibrant spaces, and implemented operational updates to allow both dogs and bikes into the building.

Our repositioning vision and execution were successful in attracting tech and creative firms like New Relic, Webtrends, and Survey Monkey to the building while retaining many of the existing tenants. Today the tower is home to a broad mix of tenants and market-leading rental rates.