



WARREN, NJ

# 30 INDEPENDENCE

30 Independence, a mid-rise suburban office building in New Jersey, had operated as a single-tenant building since its construction in 1996. With space opening up in the building, the owners had the opportunity to reposition the building to attract multiple tenants in a competitive market.

Transwestern worked with the ownership to integrate leasing, marketing and design in the repositioning strategy. The team came up with a complete rebranding program, including exterior signage, to create a new identity and to distinguish the building from its sister building in the campus. Improvement projects in the repositioning included constructing a new fitness center, mini-mart and 60-person conference center in the building's lower level.

As a result of the successfully branded marketing strategy and construction of open, inviting tenant amenities, 30 Independence welcomed three new leases in early 2020 totaling over 65,000 square feet.

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