

EXTRAORDINARY DELIVERED

THE CROSSINGS AT NORTHWEST

St. Louis, Missouri

Landlord Representation/Branding & Marketing Services

PROPERTY DESCRIPTION

The Crossings at Northwest is a \$106 million mixed-use redevelopment of the former Northwest Plaza mall. This exciting redevelopment project has transformed the site into a premier regional destination for a variety of businesses, including restaurants, retailers, professional office firms, high-tech high-density users, call centers, educational users, medical and government entities.

OPPORTUNITY/CHALLENGE

The Balke Brown Transwestern team faced the challenge of repositioning and remarketing a former ±2M square foot shopping mall into vibrant, mixed-use office and retail campus.

SOLUTION

Balke Brown Transwestern performed an in-depth market analysis and determined that there was a strong demand for high-density office space that offered large efficient floor plates and high parking ratios. By assisting the ownership group with the initial redesign of the entire project and new marketing program that repositioned the project to these high-density office users, the leasing team has successfully completed over 400,000 square feet of new office leases at the project.

VALUE ADDED BY TRANSWESTERN

The team leveraged the extensive resources that the Transwestern platform offered and its local market knowledge to create a comprehensive marketing strategy that reached office users on both a national and local level.

