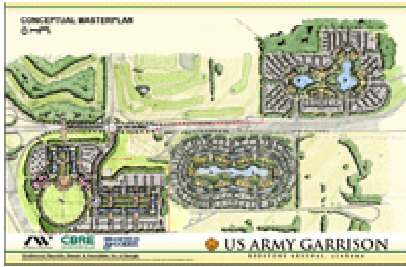


# CASE STUDY



## Redstone Arsenal

A diverse group of CB Richard Ellis professionals from both coasts joined forces to provide the U.S. Army with a comprehensive leasing program to help it prepare for an influx of 4,000 jobs arriving from closed bases around the country.



## CHALLENGE

Redstone Arsenal, located on the military base in Huntsville, Ala., has been the heart of the U.S. Army's rocket and missile program for the past 40 years. As a result of the BRAC (Base Realignment and Closures) mandated in 2005, Redstone is soon to see extensive growth as troops, operations and government contractors from other locations are transferred to this base. More than 4,000 contracting jobs are arriving and will require more than 300,000 sq. ft. of additional office space, and the base needed quick and comprehensive planning so it would be able to accommodate this rapid growth.

## SOLUTION

A number of CBRE service lines and associates were coordinated and deployed to respond to Redstone's RFP for a leasing program. A small team from the CBRE Marketing & Research department visited Huntsville to survey the site and research the surrounding market. Extensive research was also completed in the market areas that are home to military bases relocating to Redstone. David Kudrave, a member of CBRE's Aerospace & Defense niche group, provided the team with valuable knowledge of military contractors and possible tenants for the project. His group's existence is one reason the Army was interested in hiring CBRE.

Once the preliminary research was completed, CBRE's leasing team devised a business plan to present to the Army. Tim Hutchens' niche government group, based in Washington, D.C., was instrumental in dealing with government agencies and helped the CBRE team get its foot in the door.

## RESULT

On Friday, July 21, Greg Frankum met with Army officials in Huntsville, where he presented CBRE's leasing program for the proposed 422-acre development. All the hard work and dedication of everyone who participated in the project paid off, and within a few days, the Army made its decision to award the leasing of the future facility to CBRE.

## TEAM

# CASE STUDY

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