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The Kane Company launches rebranding and redevelopment initiative for Portsmouth Office Park

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The Kane Company has launched a major rebranding and redevelopment initiative of what was formally known as Commerce Center to the newly named Portsmouth Office Park. The revitalization and repositioning campaign is designed to highlight environmentally responsible renovations currently underway and in the planning stages at the highly accessible landmark office campus. The formal renaming of the facility as Portsmouth Office Park took place in a dedication ceremony unveiling a new logo and signage erected at the park entrances facing Portsmouth Boulevard and Commerce Way.

Surrounded by retail amenities and services within walking distance along Woodbury Ave., the office park is $\frac{1}{4}$ of a mile from I-95 at Exit 7, 1.5 miles to downtown Portsmouth and a short drive to the Spaulding Tpke.

A recent initiative by The Kane Company to upgrade the property and leverage its full economic potential to create jobs received strong support from municipal and state officials intent on promoting regional job growth. In partnership with the City of Portsmouth, the owners recently received approval from the State of New Hampshire for the park to be designated as an Economic Revitalization Zone (ERZ). The ERZ designation provides tax incentives benefitting firms that locate in the park and create new employment opportunities.

Noticeable improvements at the park, in addition to the new name and brand logo, will include a newly constructed roadway, upgraded to City of Portsmouth specifications, to include sidewalks and granite curbing.

In addition, to extensive general landscaping improvements, new parking lots have been constructed in many areas and a plan to retrofit lighting throughout the park to sustainable LED fixtures is underway.

Lobby and restroom renovations are underway in three buildings throughout the Park. There is also a café at 135 Commerce Way for the benefit of all park tenants. Additionally, the park has negotiated a preferred membership program with nearby full service Spinnaker Health Club for Park tenants.

Cushman & Wakefield's New Hampshire leasing team led by executive director Thomas Farrelly, Denis Dancoes and Sue Ann Johnson has done a tremendous job in helping to fill the vacancies and generate positive momentum. The strategic partnership with Cushman & Wakefield has been integral in the success experienced in attracting quality tenants to the Park.

At the ribbon-cutting ceremony at Portsmouth Office Park. Shown (from left) are: Daniel Fallon, COO, The Kane Co.; Michael Bergeron, business development manager, State of NH Dept of Resources and Economic Development; Michael Kane, CEO, The Kane Co.; Eric Spear, Mayor, Portsmouth; Thomas Farrelly, executive director, Cushman & Wakefield; and Denis Dancoes,

director, Cushman & Wakefield.

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