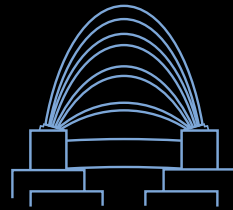


# GREAT AMERICAN TOWER AT QUEEN CITY SQUARE

A Crowning Achievement







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A Crowning Achievement



This page: John F. Barrett, chairman, president, and CEO, Western & Southern Financial Group. Opposite page: Panoramic view of downtown Cincinnati skyline as seen from Newport, Kentucky.



## THE CROWN JEWEL OF THE QUEEN CITY

### **Vision. Design. Construction. Impact.**

Already an icon in the downtown Cincinnati cityscape and destined to be one for many decades more, Great American Tower at Queen City Square is the perfect meld of vision, design, construction and impact. Equal parts innovation and elegance, the tower is the newest, tallest, largest and greenest office building in downtown Cincinnati.

In addition to its majestic presence, the tower boasts a positive economic impact of widespread magnitude. At 41 stories high, the skyscraper not only draws long gazes and elicits a strong sense of pride from all who admire her beauty, but it also generates \$1.66 billion in annual economic benefits throughout the Greater Cincinnati region.

Great American Tower at Queen City Square is the crown jewel of the Queen City, a beacon along the Ohio River, and a significant leap in Cincinnati's quest to become a true world-class city.





Opposite page: Groundbreaking ceremony, June 23, 2008. Left to right: John F. Barrett, William J. Williams, Carl H. Lindner III, Carl H. Lindner Jr., S. Craig Lindner, Gyo Obata, Kim Satzger, Mario San Marco, Senator George Voinovich and Milton Dohoney. This page: The tower framed by Western & Southern headquarters at 400 Broadway.



# VISION

## From Concept to Concrete

The inspiration for the tower began in 1988 when Western & Southern's William J. Williams, then president and chief executive officer, and John F. Barrett, then executive vice president and chief financial officer, announced plans to build a 41-story office tower. They envisioned today's Queen City Square location to be the preeminent corporate business address in the Midwest. They began the plan to build a business center of incredible strength and influence — one that showed true commitment as well as the unequaled ability to retain and attract quality companies to downtown Cincinnati.

Their vision evolved and expanded over the years, but the plan continued to be pursued, championed and positively influenced by Barrett, who since then had become chairman, president and chief executive officer of Western & Southern Financial Group. The Queen City Square complex is now complete and has greatly enhanced the city's skyline and self image.

At age 92, Williams personally participated in the tower's groundbreaking ceremony held on June 23, 2008. He lived to see the first year of construction, but passed away on Aug. 24, 2009.



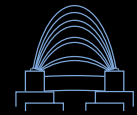








Opposite page: The majestic tiara crowns Great American Tower.  
This page: Rendering of the Fourth and Sycamore entrance  
to the spacious plaza, completed in early 2011.



# DESIGN

## Hellmuth, Obata + Kassabaum

Perhaps the most recognizable characteristic of Great American Tower is its tiara, which architect Gyo Obata of the firm Hellmuth, Obata + Kassabaum (HOK) designed after gleaning inspiration from a royal image. Obata was flipping through books when he came upon a picture of Princess Diana of Wales wearing a crown. A fellow employee remarked, *“That’s perfect. Here we have the crown of the building, and the nickname for the city is the Queen City.”* The idea resonated with Obata, and his custom-designed tiara now rests atop the tower.



HOK is a global architectural firm that specializes in planning, design and delivery solutions for buildings and communities. Founded in 1955, the firm’s expertise includes architecture, engineering, interiors, planning, sustainability consulting, lighting, graphics, facilities planning and assessment, and construction services. Through its network of offices worldwide, HOK serves clients within the corporate, commercial, public and institutional markets.



#### **Tiara Facts:**

- The tiara is 130 feet high, measures 90 feet at its widest point, and is made of 300 tons of steel.
- The tiara is supported by two concrete and reinforced steel bases totalling 685 tons; the structure is 150 feet wide at its base and is held together by 2,200 specialized bolts.
- Lighting of the tiara is achieved with 192 strategically located lights (totalling 65,000 watts) at the top of the tower.



## Design Features:

- Design intent: distinctively modern , yet timeless, with an image of solid character, quality, construction and technological innovation
- 665 feet high, making it Cincinnati's tallest building
- 41 stories capped with a unique tiara
- Inviting entry plaza and grand rotunda at Fourth and Sycamore
- 15,000 square feet of marble and 22,000 square feet of granite imported from around the world for use on the walls and floors of the lobbies and promenade
- Public walking area with retail space
- Typical floor size is 26,000 square feet
- 28 elevators in the tower (including garage and service elevators)
- Parking garage connects to adjoining building for total of more than 2,200 parking spaces
- More than 1 million square feet of office and retail space, including adjoining sister building — 303 Broadway — built in 2006

# GREAT AMERICAN TOWER AT QUEEN CITY SQUARE

## Milestones Timeline



Left to right: John F. Barrett, Western & Southern Financial Group; Carl Lindner Jr. and S. Craig Lindner, American Financial Group

### **Dec. 20, 2007**

Western & Southern announces that American Financial Group will anchor and be the main tenant of Great American Tower at Queen City Square and that plans to start construction will commence in 2008.

### **May 22, 2008**

A report by the University of Cincinnati's Economic Center for Education and Research, regarding the economic and fiscal effects of the proposed Great American Tower, projects a widespread

monetary boost for the Greater Cincinnati region.

### **May 28, 2008**

Port of Greater Cincinnati Development Authority approves financing plan.

### **June 10, 2008**

Developer Eagle Realty Group defines key objective to engage a diverse array of companies and individuals in the project.



Mayor Mark Mallory

Eagle Realty Group hires Ellington Management Services to enhance the participation of small businesses and minority-owned and women-owned businesses.



Senator George Voinovich

### **June 23, 2008**

Groundbreaking ceremony for the construction of Great American Tower at Queen City Square. Senator George Voinovich among VIPs present at the ceremony.

Eagle Realty Group also announces that the project is registered for LEED (Leadership in Energy and Environmental Design) certification with the U.S. Green Building Council.

### **July 12, 2008**

Demolition of the existing Queen City Square Garage begins to make room for the Great American Tower.





Final piece of tiara lifted into place, July 2010

**Nov. 21, 2008**

Crane assembly for construction starts.

**Jan. 18, 2009**

Concrete pour for the mat footing.

**May 22, 2009**

Installation of structural steel starts on Great American Tower at Queen City Square.

**July 23, 2009**

Frost Brown Todd signs a long-term lease as tenant of Great American Tower. The firm will occupy four floors,

or about 100,000 square ft., with late 2011 move-in.



Mario San Marco, Eagle Realty Group

**Nov. 20, 2009**

Great American Tower at Queen City Square receives LEED Gold Precertification.

**Jan. 19, 2010**

Topping out of steel structure with placement of last steel beam.

**March 27, 2010**

The final jump begins for the main crane at the construction site. Crane reaches total height of 746 feet.

**April 26, 2010**

Tiara installation starts atop Great American Tower.

**July 13, 2010**

Final keystone section of the tiara installed, making the skyscraper the tallest building in Cincinnati at 665 feet.

**Aug. 8, 2010**

Two Western & Southern Women's Open players play mini tennis match atop Great American Tower.

**Sep. 7, 2010**

Removal of the construction tower crane begins.

**Nov. 8, 2010**

Tiara is officially lit for Monday Night Football game between the Pittsburgh Steelers and the Cincinnati Bengals.

**Dec. 30, 2010**

Certificate of occupancy is issued.

**Jan. 11, 2011**

Ribbon-cutting ceremony marks the official opening of Great American Tower at Queen City Square.



Topping out celebration, January 2010

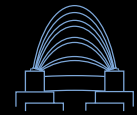


Tiara lights up the Cincinnati skyline for Monday Night Football





Opposite page: The tower's core rises amid nearby downtown buildings. This page: Construction workers ride a hydraulic lift to continue work on the tiara.



# CONSTRUCTION

## Turner Construction Company

Turner Construction Company managed construction of Great American Tower. Turner is one of the world's leading construction services firms, with a staff of more than 5,700 people and projects totaling more than \$8 billion annually. Turner's project portfolio features more than 50 high-rise office towers, including 11 of the world's 100 tallest commercial structures.

In addition to Great American Tower, prominent Cincinnati structures built by Turner include Fifth Third Center, U.S. Bank Building/Westin Hotel, Center at 600 Vine, 580 Building and the Duke Energy Center. Turner has particular expertise in utilizing environmentally sustainable practices, having worked on more than 180 LEED-certified projects.



### Key Construction Materials Facts:

- 5,800 tons of structural steel (skeleton of building)
- 5,000 tons of reinforcing steel (steel used to reinforce concrete)
- 63,000 cubic yards of concrete
- 273 miles of electrical wire or roughly the same distance from Cincinnati to Chicago



### Commitment to Diversity and Inclusion

Early on, Eagle Realty Group, the developer of the tower and a member of Western & Southern, announced its commitment to employing small local businesses and minority-owned and women-owned businesses. To achieve this, Eagle engaged Lockland, Ohio-based Ellington Management Services to identify worthy businesses for smaller construction portions of the project and to provide materials and services.





## Green Means Gold

The U.S. Green Building Council (USGBC) awarded Great American Tower the Gold level of precertification under the Leadership in Energy and Environmental Design-Core and Shell (LEED-CS) program. LEED certification is widely recognized across the real estate industry as objective confirmation that a building utilizes environmentally friendly design and construction practices.

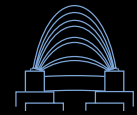
### Green Attributes:

- Use of numerous energy and water conservation techniques
- Incorporation of materials with recycled content
- Extensive recycling of demolition debris and construction waste
- High ceilings and floor-to-ceiling windows to allow maximum daylight in the office tower
- Use of specially coated insulated glass to avoid unwanted heat transfer between inside and outside the building
- Dedicated air-handling unit on each floor to provide proper heating and cooling
- High-efficiency filters to improve the quality of air
- Inclusion of alternative transportation provisions, such as bike racks and showers for bicycle riders





Opposite page: Great American Tower is distinctly visible from the plaza at Great American Ball Park. This page: The Roebling Bridge and Cincinnati skyline light up the Ohio River.



# IMPACT

## An Asset to the Area

Like the peace of mind from a good insurance policy, the impact of Great American Tower at Queen City Square is invaluable. A report generated by the University of Cincinnati's Economics Center for Education and Research estimates the tower will generate an annual economic impact of \$1.66 billion. During the three-year phase of demolition and construction from 2008–2011, the project generated \$715 million for the Greater Cincinnati economy and more than 5,300 jobs associated with construction. Construction activities are projected to produce \$3.7 million in earnings taxes for the City of Cincinnati.

Even the children of Cincinnati will benefit, as the building is expected to generate millions in annual tax revenues for Cincinnati Public Schools and the City of Cincinnati. Aside from the widespread monetary boost, the tower maintains more than 8,600 jobs with annual earnings of about \$388 million for local area residents.

In a world where the only constant is change, Great American Tower is built to last and will stand strong, serving as a catalyst for further economic development and as a point of pride for all Cincinnatians.





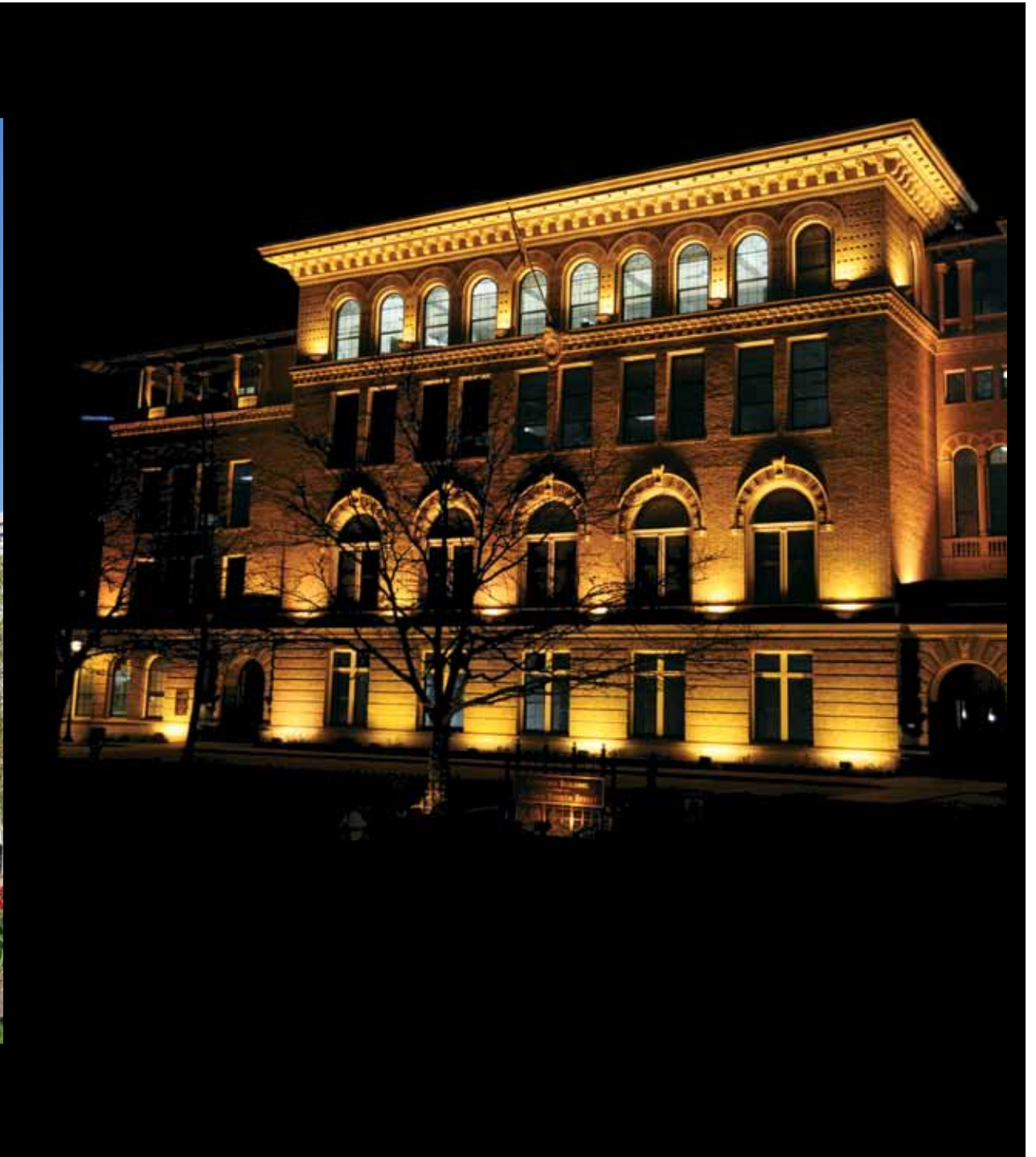
## Onward and Upward

*"We are committed to serving as a catalyst for growth and advancement in downtown Cincinnati and the region. Queen City Square is an example of leadership in every facet of its functions from design, innovation, environmental sensitivity, economic impact and investment in the city of our company's founding. We want it to be a beacon of inspiration for the people of Greater Cincinnati and an example for the rest of the country."*

— John F. Barrett, President, Chairman & Chief Executive Officer  
Western & Southern Financial Group  
January 11, 2011







## Project Team



Developed by Eagle Realty Group, a Cincinnati-based full-service commercial real estate firm and developer of over 9 million square feet of property.



World class design by Hellmuth, Obata + Kassabaum (HOK), one of the world's largest architectural firms. Design team led by HOK's founding partner, Mr. Gyo Obata.



Built by Turner Construction Company, the world's leading construction services company and dominant builder of downtown office buildings nationwide.



Equity investment by Western & Southern Financial Group, a Fortune 500 company, headquartered in Cincinnati.



Project financing arranged through the Port of Greater Cincinnati Development Authority.



Public improvements financing and additional services provided by the City of Cincinnati.

## Lead Tenants



Inaugural tenant, anchor tenant and tower naming rights belong to American Financial Group (AFG), Inc., a Cincinnati-based insurance holding company whose primary products are property and casualty insurance, but also include traditional fixed, indexed and variable annuities. AFG will occupy 22 floors.



Law firm Frost Brown Todd is a long-term lessee and occupies four floors. Frost Brown Todd has offices in 10 cities in Ohio, Kentucky, Indiana, Tennessee and West Virginia, but Cincinnati is its largest office with more than 300 staff members, including more than 150 attorneys.

## Photo Credits

Front and back cover: **Jim Remke**; Inside contributors: **Matt Baker, Michael Keating, David Leighton** and **Jim Remke**.



