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Executive Domains

360 Newbury: New identity for a local landmark

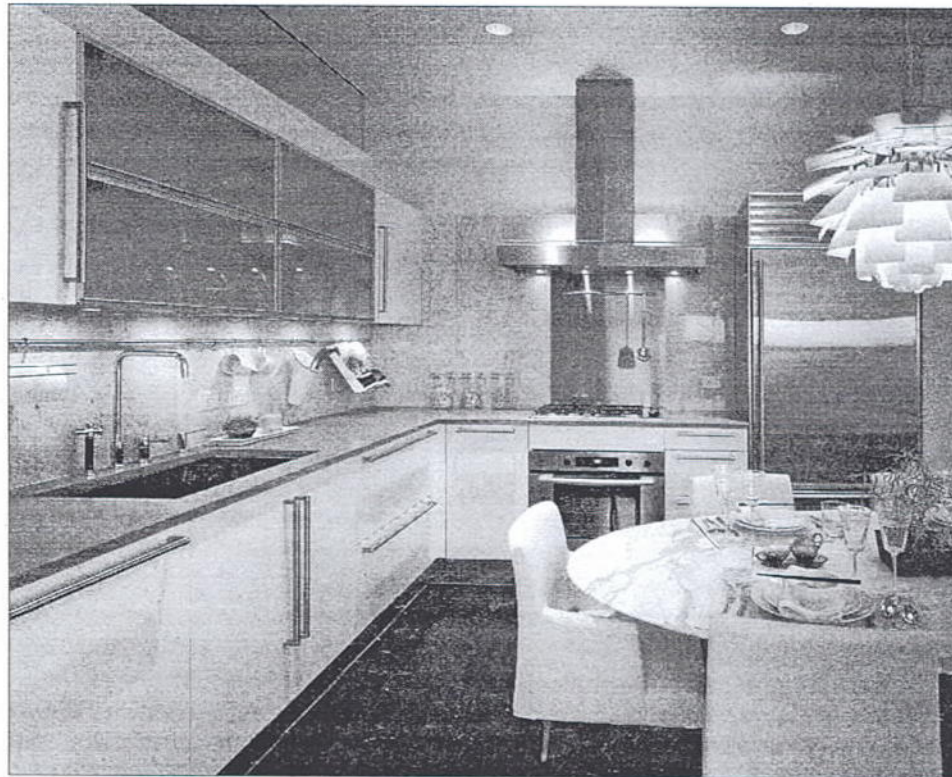
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SPECIAL TO THE JOURNAL

In recent years, 360 Newbury St. is probably best known as the former location of Tower Records and currently the Virgin Megastore. Located at the corner of Mass. Ave., the building has served as a Boston landmark since it was built in 1886. Originally the headquarters of the Boston Cab Company, the building at one time housed 100 horses. Since then it has served as the Boston Transit Building, and eventually as office, manufacturing, and retail space.

It's noted for being the only Frank Gehry-designed multitenant office building in the United States. An exterior renovation was done in 1987.

In 2004, the **Boston Residential Group** purchased the building and began converting 83,000 square feet into 54 residential lofts. The project, expected to be completed in fall of 2006, offers spaces ranging in size from 800 to 3,300 square feet. The units are listed from \$500,000 to over \$3 million.

Its location on the upper end of Newbury is drawing interest, says the developer. "We currently have three groups buying into the building: Empty nesters with a strong desire for an urban lifestyle, young couples without kids who work downtown and are not ready to move to the suburbs, and well-heeled



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All residences at 360 Newbury have been designed with 12-foot ceilings, hardwood floors, granite counters, custom cabinetry and top-of-the-line appliances.

urban sophisticates such as sports figures, fashion designers, and media and advertising people who want to be in the middle of the action downtown," said **Curtis Kemeny**, president and CEO of Boston Residential Group.

The lofts are listed with **Amy Nel Ja-**

cobs of Otis and Ahearn Inc. Real Estate in Boston. Jacobs said the residences offer 360-degree views of the city and that the project is more than half sold.

"The building is comprised of flats, one-, two- and three-bedroom lofts and several two-story duplex penthouses.

I recently sold penthouse No. 6, which is perhaps the nicest unit in the building," Jacobs said.

All residences have been designed with 12-foot ceilings, enormous windows with automated sun filter/privacy shades, hardwood floors, granite counters, custom cabinetry and top-of-the-line appliances. Clean lines and an airy, contemporary-feel blended with a hint of industrial flair distinguishes these homes from the norm. Kemeny himself is planning to live there. A fan of Gehry's work, Kemeny said, "There is truly no other residence in Boston that has the combined attributes of 360 Newbury," he said.

Several units have a roomy den that can be closed off by smoked glass pocket doors. Washer/dryer combo units are hidden in a laundry room, and marble bathrooms feature glass shower stalls and soaking tubs.

Depending on which side of the building you're in, views include Back Bay rooftops to the north, Fenway Park, night traffic, the famous Citgo sign in Kenmore Square to the west, Newbury Street and more.

Jacobs said condo fees will be affordable at 46 cents per square foot or month. And while on-site parking is not available, a parking garage diagonally across the street offers parking spaces for \$345 per month.