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## Executive Domains

### Lofty lifestyle awaits at 285 Columbus Ave. condos

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SPECIAL TO THE JOURNAL

Last year, the **Boston Residential Group** acquired the 100,000-square-foot building at 285 Columbus Ave. that was formerly the headquarters of the Boston Red Cross. **Curtis Kemeny**, president and CEO of Boston Residential, has decided to use his residential development experience to reinvent the building built in 1924.

After gutting the brick building, Kemeny and **ADD Inc.** of Cambridge designed 63 loft-style, one- and two-plus bedroom condos ranging in size from 750 to 1,600 square feet. The project, currently being built by **Walsh Construction** of Boston, is slated for completion in April 2008.

"There are several new residential properties in Boston, some of which the Boston Residential Group created, but because of the prices at 285 Columbus (\$500,000 to \$1,800,000) we feel they'll sell out quickly," Kemeny said.

The eight-story building located at the corner of Columbus Avenue and Clarendon Street is ideally situated where the South End meets Copley Square. Owning a car here is optional.

"This is a prominent location where people will buy into a lifestyle and not

just a residence," said Kemeny, adding that he feels the lofts will appeal to sophisticated couples and singles who can walk to work and enjoy an urban lifestyle. He also said the condos are great for suburban empty nesters moving back into the city.

A second-floor model unit has been completed and allows buyers a glimpse of what the location has to offer.

"There's already been quite a bit of interest in the project," Kemeny said. "We've had many phone calls and people passing by stop in to ask questions every day."

The Boston Residential Group also transformed office space at 360 Newbury St. into 54 luxury condos with a decidedly industrial feel. However, Kemeny said the design for 285 Columbus Ave. was created with more of a residential-style loft in mind. Inside the finished loft there are 10-foot ceilings, large windows and 1,700 square feet of living space, including two bedrooms. Clean lines and muted neutral tones cre-



Boston Residential Group has transformed the former Red Cross headquarters building into residential condos, shown in the rendering above.

more like a European boutique hotel than a residential building.

Maple floors, granite counters, high-end appliances and Italian-crafted cabinetry are just a few features that make the lofts desirable. The setting in the model unit is enhanced by windows that offer views of the bustling city in progress. Views of the Back Bay MBTA station, rows of brick and brownstone buildings in the South End, and ever-changing scenes of busy pedestrians coming and going, make one feel a part of the city without even leaving the condo.

Each unit comes with a parking space, and the building will have a doorman. Kemeny said a restaurant is planned for the first two floors of the building, and a large rooftop garden is in the works.

A condo association will be formed when the building is occupied. The condos are being sold through **Kevin Ahearn** of **Otis and Ahearn** in Boston.

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