



BostonSF - On the Market
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Boston Residential Group Breathes New Life into Newbury Street Icon

BOSTON - Boston architectural icon 360 Newbury - formerly the country's only Frank Gehry multi-tenant renovated office building - is being transformed into one of Boston's most luxurious residences.

Developer Boston Residential Group, who purchased the building in September, is renovating the eight-story landmark property and opened the model unit in April.

Upon completion in 2006, 360 Newbury will offer 54 loft-style condominium units ranging from 800 to 3,300 square feet of luxury living space. The new Back Bay homes will feature open and airy layouts with 12-foot ceilings and oversized windows that provide 360 degree panoramic views of the city - from the Back Bay's elegant brownstones and Beaux Arts architecture, to historic Fenway Park, to the gold dome of the State House, and beyond to the Blue Hills.

"360 Newbury brings the luxury and ambience of lower Newbury Street to Massachusetts Avenue and punctuates the residential character of the neighborhood," explains Curtis Kemeny, President and CEO of the Boston Residential Group. "In addition to its status as an architectural icon, the spaciousness of the units due to the ceiling heights and expansive windows, the unparalleled panoramic views, and ideal location provide the opportunity to offer a truly special living space to discriminating home buyers."

Designed by architect and interior designer ADD Inc., the homes' new interiors offer the highest quality finishes, including granite counters, hardwood floors, marble baths, and top brand appliances and fixtures. Penthouses feature dramatic two-story living and dining rooms.

Pre-construction pricing for one- to three-bedroom units will range from approximately \$500,000 to \$3,000,000, and five units are designated as affordable. The lobby will be significantly updated, including the addition of nickel detailing to the birchwood paneled walls and pendant chandeliers. The blue granite flooring and yellow onyx panels will be refurbished to its original condition. The 46,000 square feet of retail space on the lower floors at 360 Newbury Street, which houses the Virgin Megastore, will remain unchanged.

Boston Residential Group acquired 360 Newbury Street with Morgan Stanley Real Estate Fund IV Domestic, part of Morgan Stanley Real Estate. Otis & Ahearn is marketing the property.