

Real Estate Journal

A SUPPLEMENT OF
NEW ENGLAND REAL ESTATE JOURNAL

THE LARGEST WEEKLY COMMERCIAL/INVESTMENT NEWSPAPER IN THE COUNTRY

February 22 – 28, 2008

LOCATED ON THE FIRST FLOOR OF 285 COLUMBUS LOFTS

BRG retains The Wilder Co. to lease 10,000 s/f retail/restaurant space

BOSTON, MA Boston Residential Group (BRG), developer of 285 Columbus Lofts, has retained The Wilder Companies to lease 10,000 s/f of retail/restaurant space located on the first level of its condominium development.

"We are thrilled to have The Wilder Co. on board to lease the first floor space at 285 Columbus Lofts, which offers a location across from the future site of Columbus Center, next to The Clarendon and The Bryant, and near Copley Sq.," said Curtis Kemeny, president and CEO of BRG. "In addition to providing an amenity for residents, a high-end restaurant or retailer at 285 Columbus Lofts will continue to transform this block of Columbus into an upscale urban lifestyle experience."

The creative use of the first floor



space to serve as a luxury amenity for 285 Columbus Lofts residents and city's Back Bay and South End communities is the second phase of BRG's redevelopment plan for the eight-story building. Formerly a Red Cross headquarters, 285 Columbus Lofts is being converted into 63 luxury loft-style one bedroom and two-plus bedroom condominiums.

"This site, which bridges the Back Bay and South End, is a proven location for both high-end restaurants and retailers," said Lori McWeeney, vice president of leasing at The Wilder Co. "The space boasts spectacular visibility with 90 feet of frontage along Columbus Ave. and Clarendon St., as well as 12-foot ceilings and floor to ceiling windows, making it the perfect location for Boston's next upscale restaurant or store."

Designed by ADD Inc., the same architecture and interior design firm which created the chic designs at 360 Newbury, the lofts will feature open and airy layouts. The exterior of the building will also be fully restored.