



THE BUSINESS OF CREATING SUCCESSFUL SUSTAINABLE COMMUNITIES

Transit Smarts:

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Westrum Development transforms neglected blocks into vibrant neighborhoods. page 28

Urban Redeemer

John A. Westrum
CEO, Westrum Development Co.

LAND PLANS



IT'S EASY BEING GREEN: Winthrop Properties' 15-story, 99-condo project in Evanston, Ill., got LEED certified without extra costs.

that he isn't spending any more money to qualify his building for the certification. The condos, which range in size from 790 square feet to 3,408 square feet, are priced between \$329,000 and \$1.8 million. Horner says he sold 10 percent in preconstruction sales before he even began advertising.

With strong buyer interest and the increasing cost of tradi-

tional construction, green building is becoming more lucrative, developers say.

"The fundamental costs of construction will push you to the recycled content," Horner says. "I think that with everything going on in the world, consumers will demand better air quality and recyclable content in their buildings."

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Back Bay Blossoms

Despite stubborn market, condo sales high in Boston.

It doesn't matter that the job and the stock markets are on a losing streak; two areas in Boston are on a comeback that rivals its Red Sox's 2004 World Series title.

The Back Bay and South End sections of town, once neglected and inhabited by a hodgepodge of commercial uses, are where buyers now want to be, claims Kevin Ahearn, president of Otis & Ahearn, a Boston brokerage and marketing group.

"The two areas make up 40 percent to 50 percent of the sales volume market share in Greater Boston and about 40 percent of the transaction activity," says Ahearn.

The Boston Residential Group is getting its share of the profit through 360 Newbury, a commercial building in Back Bay. The structure was previously renovated in 1989 by renowned architect Frank O. Gehry. The building is evolving once again,

BACK IN BLACK: Renovated once by architect Frank Gehry, 360 Newbury now houses 54 lofts.

and will have 54 New York-style lofts. The group sold half of the units preconstruction at 25 percent above projections, thanks largely to the neighborhood, says President Curtis R. Kemeny.

Kemeny has several projects in the area, including 285 Columbus, which is scheduled for construction in January 2007.

The project will turn the 1900s-era Red Cross office

building into 63 loft-style condominiums. "The manufacturing is gone, and now what you have is funky and fun," he says. "The whole area has become much more gentrified with a little bit of an edge."

Like Boston's revered baseball team, residents are confident these neighborhoods will stay on top.

Visit www.bostonresidentialgroup.com



Great Places

It's that time of year again, when vacation-starved magazine editors roll out their "Best Places to Live" lists. Tops for *Money* magazine this year: Fort Collins, Colo., which offers "great schools, low crime, good jobs ... and a fantastic outdoor life." Those



seeking less suburb and more adventure should turn to *Outside* magazine, which highlights 20 cities in

its August issue, from Bellingham, Wash. (for best paddling) to New Paltz, N.Y. (best for rock climbing). —Alison Rice

Church-Goer

Even God has gotten into the condominium business. First Management Group of Chevy Chase, Md., has teamed with The First Church of Christ, Scientist, to convert a 1912 church building into 69 condominiums. The \$27.5 million project, set to open in early 2008, is in the Adams Morgan neighborhood and will include a new, five-story addition and a four-level parking garage, according to plans.

People on the Move

The Urban Land Institute hired former Pittsburgh Mayor Thomas Murphy to be a senior resident fellow, according to ULI officials. Since leaving the mayor's office, Thomas has worked as the institute's liaison to help with a rebuilding plan for the Gulf Coast. In his new role,