



The Project has two components: the Air Rights Development project (Boylston Place) and the Station Improvements project. The Project will be developed by BRG Parcel 13, LLC, an affiliate of Boston Residential Group, led by Curtis R. Kemeny. A program breakdown is below:

Building Component	Gross Floor Area (GSF)	
360 Newbury Street Existing Retail	46,500	
Boylston Place Retail/Restaurant	77,530	
Hotel	74,700	140 Keys
Student Housing	270,140	460 Beds
Parking	4,550	13 MBTA Spaces
MBTA Station/Other	10,330	Includes ground level and basement levels, does not include station itself
Total GSF	483,750	

BRG is uniquely qualified to develop Boylston Place. BRG was the developer of 360 Newbury Street and has thirty years of history of the building, its residents, and its retail use. 360 Newbury’s physical structure is integral to the reconfiguration of the Hynes/ Auditorium MBTA Station and the Massachusetts Avenue Bus Stop.

BRG’s team includes Tishman/AECOM and Kleinfelder, both of which have decades of MassDOT and MBTA project experience, and Cambridge Seven Associates, an internationally acclaimed architecture firm with over 50 years of experience designing complex urban projects. AECOM is MassDOT’s partner in bridge repair and restoration projects, bringing expertise to the engineering and sequencing of the work required to complete the project. Kleinfelder is a trusted architect for MBTA projects with intimate familiarity with this station.

Proposal Summary

The Project will provide numerous benefits to the area, the city and MassDOT:

- **Urban Design**—by filling the void over the Turnpike and completing the street walls along Boylston Street and Mass Avenue, the Project will transform this important gateway site and reconnect the Back Bay to Fenway and the Prudential Center.
- **Transit Facilities**—by rebuilding Hynes Station, creating new station entrances integrated with the Project, and aligning bus stops with these new entrances, the Project will provide Universal Accessibility and will significantly improve the safety and utility of the passenger experience.
- **Active Uses**—the Project’s multi-story retail component and hotel amenity floor full of active retail and restaurant uses will help serve neighborhood needs, amplify street life and enhance civic and social engagement.
- **Site Amenities**—a ground level canopy, publicly accessible green roof and a Hubway bicycle station provide significant amenities for public enjoyment.
- **Market Demand**—the Project will satisfy demand for Back Bay hotel rooms with a unique select service hotel concept and will serve the strong need for student housing.
- **Employment and Taxes**—the Project will result in increased tax revenues for the City and will create an estimated 430 permanent jobs and 450 construction jobs (based on a 40 month construction period).
- **Economics**—by optimizing the use of the site, this development concept will create favorable economics which can be shared with MassDOT.

