

Boutique Brownstone Architecture  
**286-288 NEWBURY STREET**  
Back Bay • Boston, MA



# EXECUTIVE SUMMARY

Boston Realty Advisors is pleased to offer for sale **286-288 Newbury Street**, a rare opportunity to acquire a 9,351 square foot historic brownstone located in Boston, Massachusetts, on one of the United States' most exclusive shopping corridors. Exemplifying Boston's historic Victorian architecture **286-288 Newbury Street** is an institutional-quality asset that represents a core-plus offering with a strong and stable tenant mix. Occupied by national and regional strongholds such as Pinkberry, Pavement and '47 Brand, this one-of-a-kind brownstone offers significant value-add potential by repositioning the third floor to a single user as well as taking advantage of the flexible floor plate size with two abutting buildings.

**286-288 Newbury Street** is situated in a high traffic shopping corridor between the Prudential Center which offers three million square feet of office space, and 600,000 square feet of retail space, and Newbury Street which is comprised of eight blocks of shopping and dining destinations. Additionally, the asset has tremendous access to public transportation, located within walking distance of three MBTA subway lines providing visitors and residents convenient transportation options, as well as access to the largest parking garage north of New York. The Hynes Convention Center is located in close proximity and hosts a myriad of events, exhibits and conventions with the attendee count close to 200,000 per year. While these weekend long conventions require an abundance of hotel options, the Back Bay can accommodate the influx of visitors since it is home to fifty percent of all hotel rooms in Boston. This type of atmosphere creates a 24-hour environment that is primarily fueled by the retailers lining the streets.

**286-288 Newbury Street represents an ideal opportunity for investors to acquire a high-performing asset with upside potential located within one of the United States' most desirable retail destinations.**



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The three-story **9,351 SQUARE FOOT** brownstone building, exemplifying Boston's historic Victorian architecture, is currently **80% OCCUPIED** providing immediate stability with strong upside to investors.

The **7,009 SQUARE FEET** of retail represents **93% OF THE BUILDING'S SQUARE FOOTAGE** and **97% OF THE IN-PLACE INCOME.**

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# KEY INVESTMENT DRIVERS



## UNRIValed BACK BAY LOCATION

The asset occupies a prominent location between Gloucester and Hereford Streets, a key artery for foot traffic between the Prudential Mall and Newbury Street shopping. Numerous development projects are underway in the Back Bay, strengthening the asset's position amidst Boston's current development boom.



## FLOOR PLATES

Adaptable floor plate sizes offer the new ownership long-term tenant flexibility. This rare brownstone feature differentiates the asset from other buildings in the neighborhood giving 286-288 Newbury Street a competitive advantage in attracting and retaining tenants.



## TRANSIT-ORIENTED & UNPARALLELED ACCESSIBILITY

Eighty (80%) of Newbury Street visitors do not own a car and rely on public transportation to visit the area. The area is well positioned in close proximity to three MBTA subway lines that all service the Back Bay. Thirty nine (39%) of Newbury Street visitors live within walking distance, allowing even more ease and accessibility to the area.





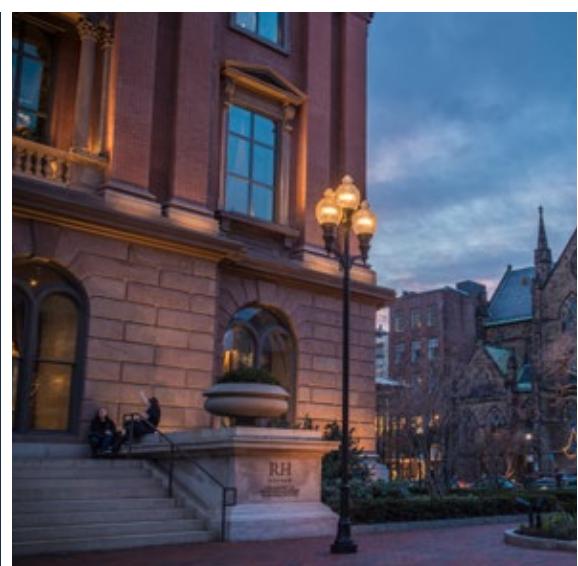
## DENSE & AFFLUENT OFFICE POPULATION

Boston's dynamic Back Bay features approximately 339 office buildings totaling over 16 million square feet of office space. Class A buildings make up a majority of the office space housed within the Back Bay.



## NEWBURY STREET'S MULTI-GENERATIONAL RETAIL

The wide range of Newbury Street retail options offer something for all generations and tastes. Ranging from the Millennial shoppers who frequent retailers such as Newbury Comics, Nike and Anthropologie to those who prefer the classic and luxury brands like Tiffany's, Chanel and Valentino, the appeal of this line-up reaches all demographics.



# STRONG IN-PLACE TENANTS



## PINKBERRY

- Operating 10+ years with over 260 stores in 21 countries
- Recognized as Top 500 Franchise in Entrepreneurs Magazine

Originating in Los Angeles, California in 2005, Pinkberry headed the frozen yogurt trend that has gained immense popularity around the world. The franchise aims to create distinctive products by using only fresh and delicious ingredients. Pinkberry has grown tremendously since its inception and now has over 260 stores worldwide spanning from Japan to Canada to Chile and their more notable presence in twenty states around the continental US. Despite new competition arising, the popularity of Pinkberry and its iconic brand keeps them as the number one frozen yogurt contender in the market.



## FORTY SEVEN BRAND

- Founded close to 70 years ago in order to keep up with the loyal fans of Boston sports teams
- Continued growth through their impressive online national presence

'47 Brand was founded in 1947 by twin brothers Arthur and Henry D'Angelo. The D'Angelo brothers saw how much Bostonian's invested in their sports teams and knew it would be a prime market to open a store that focused solely on sports memorabilia and apparel. '47 has a license with four key professional leagues including the MLB, NFL, NBA and NHL as well as over 650 collegiate teams, making them the most trusted brand of retail sporting goods. '47 has its flagship store located in the heart of the Back Bay and has an even more impressive online presence in order to service shoppers around the country.

The current tenants at 286-288 Newbury Street are some of the best in their class, and provide a well-rounded retail line up that aids in the continuous flow of visitors year round. These retailers work synergistically with one another and allow for a destination location that will service the variety of needs of each visitor.



### PAVEMENT COFFEE HOUSE

- Strong local following with 6 Boston cafes
- Known for homemade bagels and quality-driven coffee

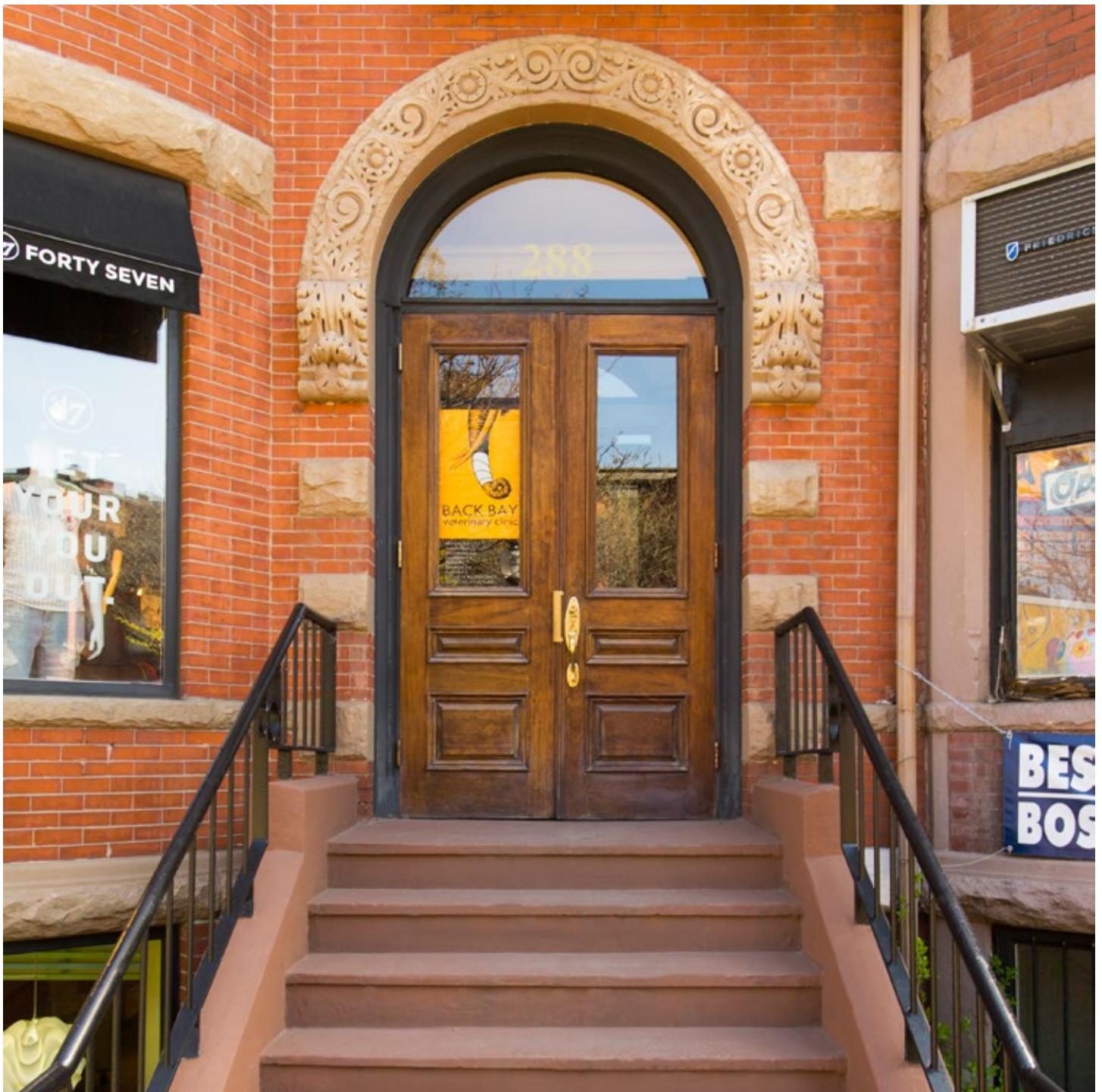
Known for its coffee-forward and quality-driven approach, Pavement Coffeehouse paved its way into Bostonians' hearts as one of the most beloved coffee and café destinations in the city. Pavement stemmed from the consolidation of two café concepts, Espresso Royale Caffe and Bagel Rising, and founder Larry Margulies strategically positioned himself within the up and coming Boston coffee scene in 2010. Today, Pavement has six coffeehouses spread across the city that feature Boston's best homemade bagels and coffee. They strive to create an inviting atmosphere within the neighborhoods that they believe will attract the true coffee connoisseurs.



### BACK BAY VETERINARY CLINIC

- Located in Back Bay for 16 years
- State-of-the-art build out for long-term commitment

Back Bay Vet was founded in 2000 by Dr. Pamela Bendock, and she strives to bring high quality veterinary care to one of Boston's favorite neighborhoods. With six leading veterinarians and a support team of nine vet technicians, managers, client coordinators and groomers, Back Bay Vet provides services ranging from preventive medicine, emergency medicine, surgery, dentistry grooming, boarding and senior care. Being the only veterinarian clinic in the neighborhood, Back Bay Vet has provided elite service to Boston's beloved pets and peace of mind for pet owners for the past 16 years and counting.



## RETAIL

**MICHAEL A. D'HEMECOURT**  
Managing Director & Sr Partner  
617.850.9670  
[mdhemecourt@bradvisors.com](mailto:mdhemecourt@bradvisors.com)

**WHITNEY GALLIVAN**  
Managing Director & Partner  
617.850.9612  
[wgallivan@bradvisors.com](mailto:wgallivan@bradvisors.com)

**CHRISTOPHER J. DONATO**  
Associate Director  
617.850.9618  
[cdonato@bradvisors.com](mailto:cdonato@bradvisors.com)

**JAIME A. RUSSELL**  
Associate  
617.850.9663  
[jrussell@bradvisors.com](mailto:jrussell@bradvisors.com)

