



353NEWBURY

Back Bay · Boston, MA



Boston Realty Advisors
ENTREPRENEURIAL AGILITY. INSTITUTIONAL EXPERTISE.



EXECUTIVE SUMMARY

Boston Realty Advisors is pleased to present an exceptional opportunity to acquire **353 Newbury Street**, a 9,491 square foot boutique mixed-use building located on the last block of Newbury Street in Boston, Massachusetts. The four-level building is currently 57% occupied by LF Stores and Johnson Paint on short-term leases providing investors with various redevelopment scenarios. **353 Newbury Street** is situated on one of the most dynamic blocks on Newbury Street due to its access to top universities; numerous high-end residential communities; prolific street-grade accessibility; and larger floorplates. Owned by the same family since 1939, **353 Newbury Street** offers investors an exceptionally rare repositioning opportunity (as single-tenant retail, boutique retail/office or luxury residential) located on the most desirable retail and pedestrian corridor in one of the most sought after investment markets in the U.S.



THE THREE-STORY **9,491 SQUARE FOOT** BROWNSTONE BUILDING, SITUATED AT THE LATTER END OF NEWBURY STREET, OFFERS A **RARE OPPORTUNITY** TO ACQUIRE A **VALUE-ADD ASSET WITH IN-PLACE CASH FLOW.**



INVESTMENT DRIVERS

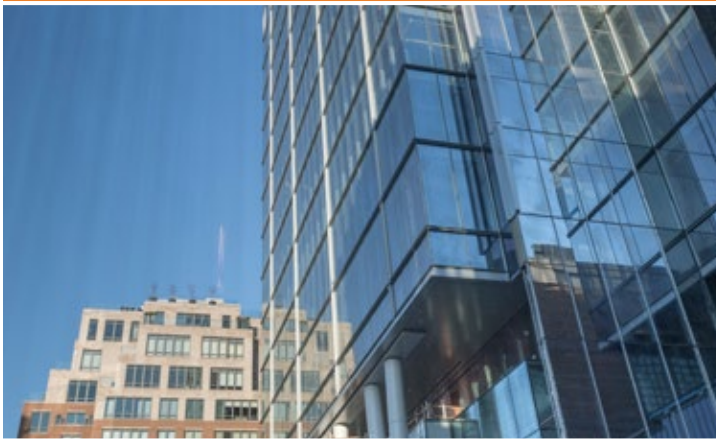
INCOME PRODUCING REDEVELOPMENT OPPORTUNITY

Offering stable cash flow while investors work through various redevelopment scenarios, LF Stores occupies $\pm 2,700$ square feet at grade and is currently paying \$130.06 per square foot, on lease that expires in June of 2019. Johnson Paint will leaseback a portion of the basement on a lease that will be co-terminus with LF Stores.



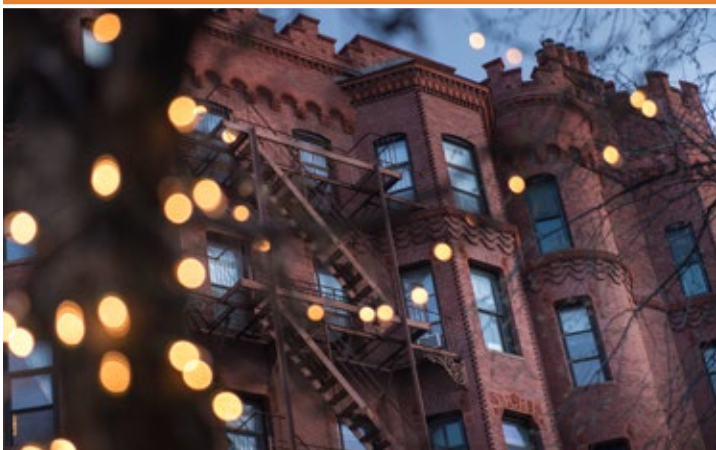
VARIOUS REDEVELOPMENT SCENARIOS

Given the assets at-grade access, opulent ceiling heights, vertical transportation capabilities and large floorplates, the asset lends itself well for a flagship, single-tenant retailer. Additional redevelopment scenarios include boutique retail/office and luxury residential.



24/7 LOCATION

The Back Bay maintains the strongest mix of both daytime and nighttime population throughout Boston making this a true 24/7 submarket. With 16 million square feet of office space, 19,395 residents, 19 million tourists annually to Boston, with Back Bay attracting a large portion of those visitors, and over 2.6 million square feet of retail, the metrics are what continue to attract the top national and international retailers.





URBAN GEM

The modern layout of the retail building, with attractive width to depth ratios and modern storefronts, is a benefit as it is functionally more desirable than the vast majority of urban retail space along Newbury Street and those spaces have historically attracted the best tenants at the highest rents, when space becomes available.

MILLENNIAL RETAIL BLOCK

Located between Hereford Street and Massachusetts Avenue, contemporary brands including Converse, Madewell, Diesel and Urban Outfitters line the street and attract the 49% of the trade area millennial population.



LAST BLOCK: DOMINANT MERCHANDISING

URBAN OUTFITTERS

lululemon  athletica

FOREVER 21

THE NORTH FACE

UNIQLO

 sunglass hut

patagonia

 ARCTERYX

T.J. maxx

PUMA

Madewell

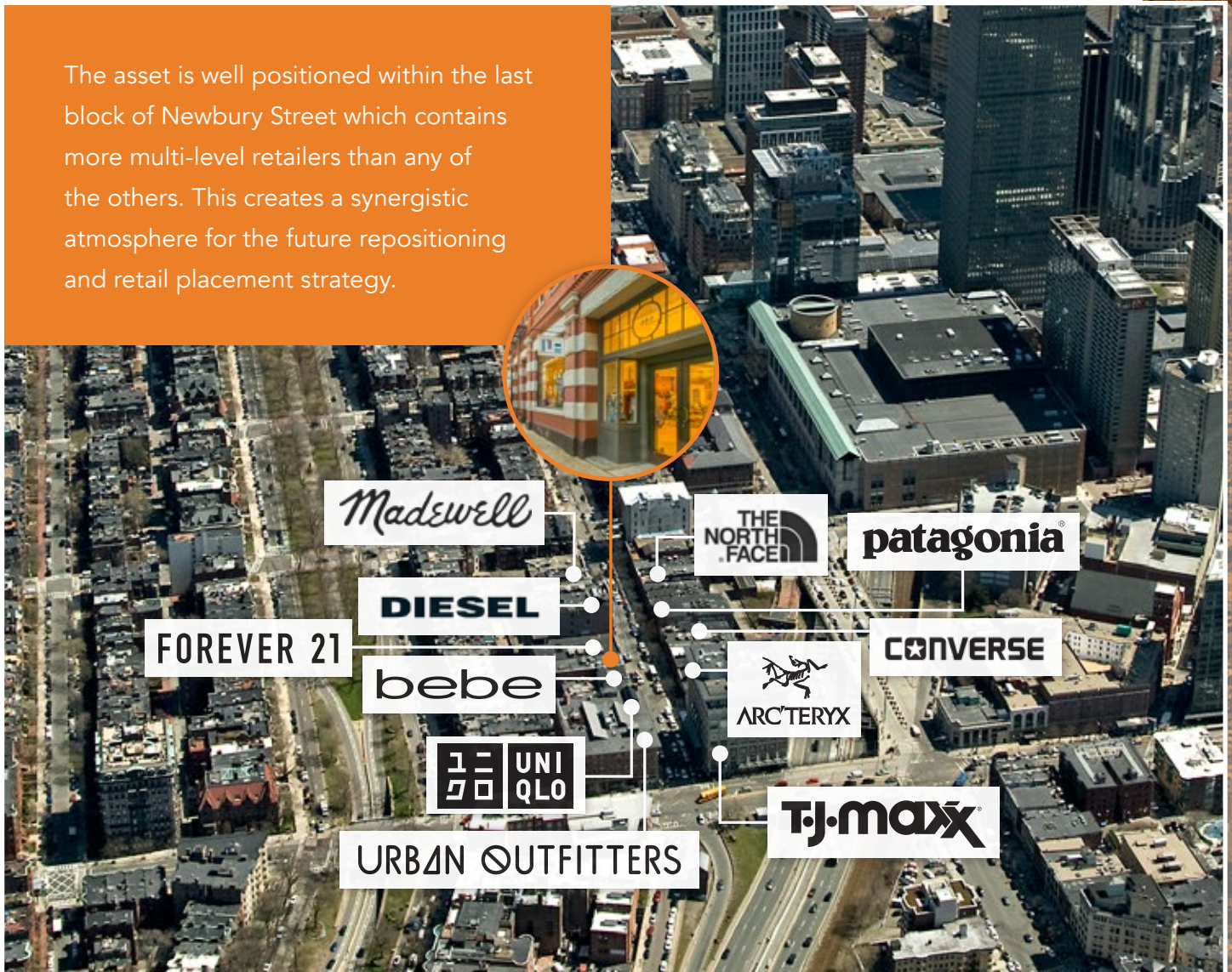
CONVERSE

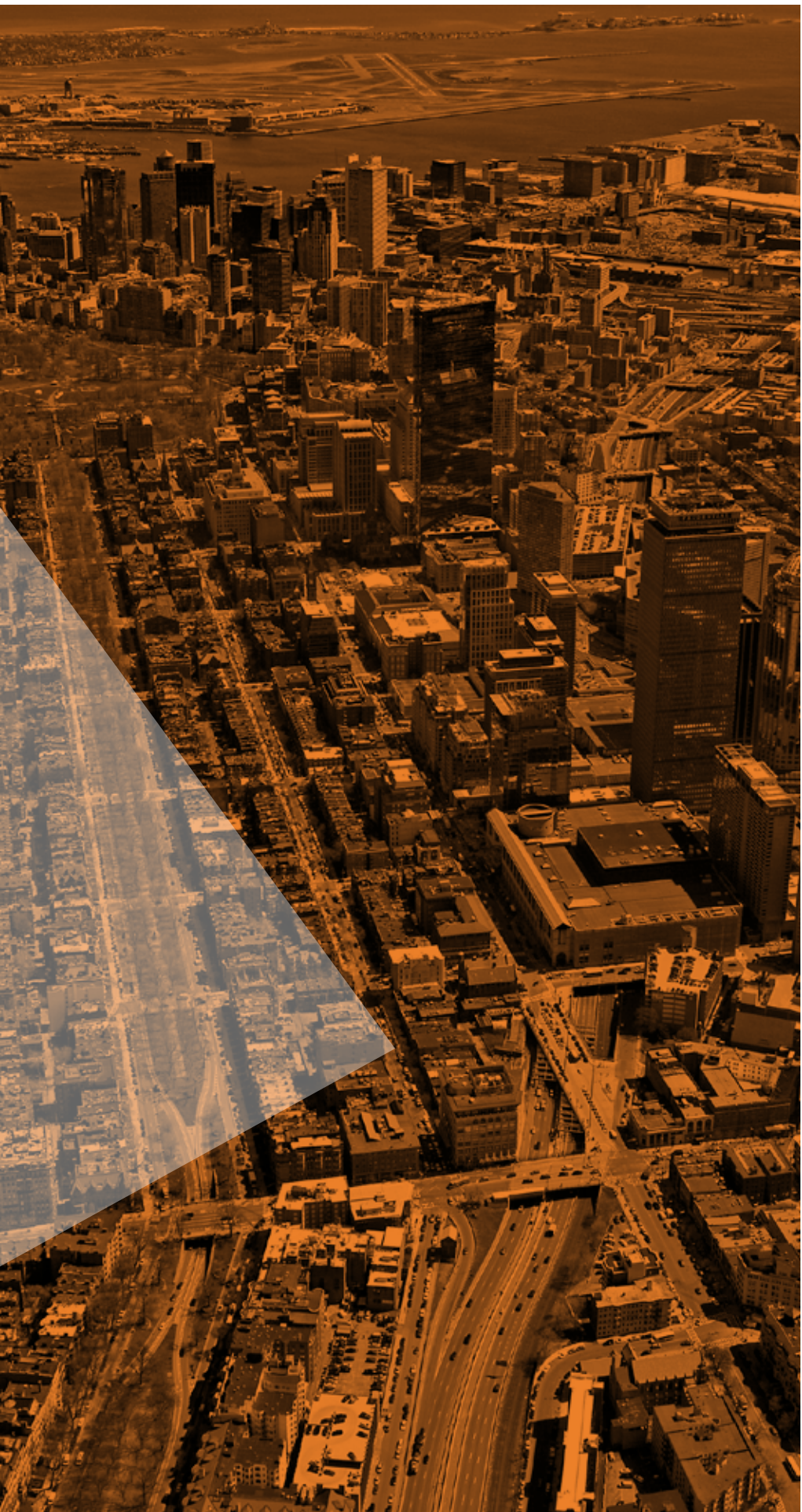
DENIM & SUPPLY
RALPH LAUREN

TITLE

MULTI-LEVEL RETAILERS

The asset is well positioned within the last block of Newbury Street which contains more multi-level retailers than any of the others. This creates a synergistic atmosphere for the future repositioning and retail placement strategy.





353NEWBURY.COM

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