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PROCON completes Row Hotel and Alloy Condos at Assembly Row

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Somerville, MA This past fall the Row Hotel by Marriott at 360 Foley St. opened to guests. It was the completion to a 13-story, 315,000 s/f mixed-use development that includes 122 luxury residences, 22,000 s/f of retail spaces, and the world class hotel. PROCON designed and built the property in partnership with REIT firm Federal Realty Investment Trust and XSS Hotels. The mixed-use project is part of one of the pre-eminent developments in the Greater Boston area - Assembly Row that blends residential, commercial, hospitality, and entertainment. It is located just three miles from Boston.

Assembly Row was named after the Ford Motor Company's manufacturing plant that occupied the site from 1926-1958. With this in mind, the PROCON team incorporated numerous design elements for both curb appeal and visual interest.

“This has been one of our most exciting projects from the start. From a design point of view, we wanted the type of building that would leave a statement. My business partner, Leo Xarras and our designers paid a great deal of attention to the details, and everywhere you look there are unique artistic elements that we believe sets this project apart.” said Mark Stebbins the CEO and chairman of PROCON.

On the exterior of the building, a design layering technique was used to create a “sense of place” in the neighborhood. This was achieved by breaking down the mass (consisting of a city block), and presenting it as smaller separate buildings that seem to have appeared organically over time. Alternating brick and metal finishes at accentuating heights, mixed with glass and aluminum railings tie the whole project together.

The building’s amenity-rich location and proximity to Boston generated success long before its completion. The luxury Alloy condominiums on levels six through thirteen of the building made Somerville real-estate history by selling out at premium rates six months ahead of their 2018 opening, (including the top two penthouse floors). The residences, in a variety of styles and floor plans, are the only privately-owned homes in the Assembly Row neighborhood. They feature modern, luxurious European design and finishes; hardwood floors, high ceilings and balconies overlooking the Mystic River. Alloy residents share in layered amenities as part of the hotel and Assembly Row beyond.

The 158-room Row Hotel is on floors one through five and is part of Marriott’s premier Autograph Collection. The lobby features a reception area with a grand curved stairway, and includes a lounge/bar, and a seating area on the first floor. Meticulous attention to detail was displayed throughout the hotel with unique tributes to the motor company’s past reflected in the furnishings, wall art, and sculptures. The second story includes events venues, a fitness center, a saltwater pool with cabanas, and outdoor terraces. “Our goal was to provide a catered and memorable experience that guests would talk about long after staying with us” said Stebbins.

On the ground floor; 22,000 s/f of retail space currently houses the Polo Ralph Lauren Factory Store, and the La Cucina Restaurant with additional retailers to come.

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