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NB Development breaks ground on The TRACK at new balance - designed by Elkus Manfredi Architects; constructed by John Moriarty Assocs.

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Boston, MA NB Development Group broke ground on The TRACK at new balance at Boston Landing, a multi-sport athletic complex which will offer a pinnacle sports experience for athletes, as well as a concert venue with The Bowery Presents and a New Balance Athletics Sports Research Lab. It will also include ground floor retail and food service with an expected completion by late summer 2021.

The TRACK at new balance will feature a fast hydraulically-banked 200-meter indoor track as well as regulation hard court and turf field space and a separate warm-up track along with seating capacity for up to 5,000 spectators.

The TRACK at new balance is being designed by Elkus Manfredi Architects and will be constructed by John Moriarty Associates.

The Lab at Boston Landing will be a 20,000 s/f sports research lab focused on human performance, biomechanics and product innovation. Located inside The TRACK at new balance, it will focus on running, soccer, baseball, tennis, basketball, and more using next generation motion capture, specialty treadmills, and force platform technology. An altitude and climate lab, body scanning facility and metabolic lab will balance biomechanical tools to achieve a 360-degree view of the athlete. This facility will complement the New Balance's Sports Research Lab in its Lawrence, Mass. location where the company employs bio mechanists, physical therapists and engineers who hold doctorate and master level degrees focused on the company's mission.

Sean Murphy, senior director of innovation & engineering at New Balance said, “The Lab at Boston Landing will offer New Balance new and exciting opportunities to interact with thousands of athletes to help align our research and innovation with their needs as they drive for excellence and achievement.”

The Bowery Presents, the leading concert promotion and venue management company in the Northeast, will open a 3,500 capacity concert venue as an anchor of The TRACK at new balance. The general admission venue has an anticipated opening in Fall 2021. The venue’s name and further details will be announced at a later date.

“The NB Development Group is thrilled to be the developer and operator of this exciting athletic, sports research, and music venue known as The TRACK at new balance,” said Jim Halliday, managing director of NB Development Group. “When completed, the athletic and musical programming we bring will add a vibrant energy enhancing Boston Landing as an 18-hour/7-day destination and as a transformational gateway into the city of Boston from the west.”

“The TRACK at new balance will set a new performance standard in professional and amateur sports due to its innovative design, location and amenities,” said Jim Davis, chairman, New Balance Athletics. “Its incomparable level of sports excellence and competitive spirit will inspire athletes to perform at levels they have only dreamed of attaining, with one of the fastest and most technical tracks in the world, if not the fastest.”

In addition, New Balance’s Boston Team NB, a team of elite runners will train at The TRACK at new balance under coach Mark Coogan.

“The Track at new balance reflects our brand’s heritage and focus on running and will offer a world class experience for track and field athletes where they can truly perform at their best,” said Tom Carleo, vice president of running & outdoor at New Balance.

“We are proud to be part of the fabric of the Boston music community, and we are excited to continue our growth as part of New Balance’s new development at Boston Landing,” said Jim Glancy and John Moore, partners at The Bowery Presents. “We take great pride in the business our team has developed in Boston, and this new venue will be an exciting new addition to the Bowery Boston family.”

“The Bowery Presents has a rich history of developing artists and offering fans great live music experiences from small to large venues,” said Josh Bhatti, vice president, Boston at The Bowery Presents. “We are excited to bring our passion for developing the best venues for artists and fans alike to Boston Landing.”