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Ashkenazy Acquisition Corp. selects Elkus Manfredi Architects for Faneuil Hall master plan

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Ashkenazy Acquisition Corp. has retained Elkus Manfredi Architects to guide design plans for anticipated improvements to Faneuil Hall Marketplace. Elkus Manfredi principal, Howard Elkus, will act as the lead architect in crafting a master plan to enhance and revitalize the historic property. Ashkenazy acquired the 63-year ground lease for Boston's famed Faneuil Hall Marketplace earlier this past fall from General Growth Properties, a Chicago-based real estate investment trust.

"Faneuil Hall Marketplace is one of the country's most revered historic destinations. We are committed to preserving its legacy while engaging a community dialogue and becoming an active member within Boston's urban fabric," said Barry Lustig, senior vice president of Ashkenazy. "The responsibility of bringing such an iconic property into the 21st century is a once-in-a-lifetime opportunity. We are thrilled to be collaborating with Elkus Manfredi on this project."

Elkus Manfredi was selected as the master plan architect based upon its sterling reputation in the Boston area and proven experience with landmark properties. The firm's solid history of thoughtful attention-to-detail and delivering outstanding results on highly sensitive, mixed-use developments led Ashkenazy to their appointment. Ashkenazy will work closely with Elkus Manfredi and the Boston Redevelopment Authority (BRA) to improve and beautify the marketplace while maintaining its authenticity, integrity and historic character.

Recognizing Faneuil Hall Marketplace's status as a national landmark and a centuries-old symbol of the city's central role in American history, Ashkenazy's goals for the project are to build upon the property's unique design characteristics, making necessary improvements to retail spaces and pedestrian passageways in order to attract local merchants and optimize the Marketplace's visual presence. The master plan will also include beautified public spaces while paying close attention to the property's blended, architectural style and historic hallmarks.

"Ashkenazy Acquisition Corporation and Elkus Manfredi Architects will make a great team to ensure that Faneuil Hall Marketplace is revitalized, enhanced, and remains a landmark destination for our residents and visitors from all over the world," said mayor Thomas Menino.

"Faneuil Hall Marketplace is one of Boston's great treasures," said Howard Elkus, principal. "It is a privilege to join Ashkenazy in making sure that it maintains its special place not only for visitors but for Bostonians themselves."

A landmark Boston property for nearly 250 years, Faneuil Hall Marketplace is the nation's premier urban retail marketplace as well as Boston's top tourist destination. Its rich history, prime downtown location and vibrant collection of shops and restaurants attract nearly 18 million visitors annually. Faneuil Hall, a marketplace and meeting hall since 1742, is today part of a larger festival marketplace that includes three major buildings: North Market, South Market and Quincy Market. The property is owned by the Boston Redevelopment Authority and includes 49 shops, 18

restaurants and pubs, 35 Colonnade eateries, and 44 push carts in the marketplace.

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