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Project of the Month: Simpson Housing, LLLP and Heitman LLC's The Victor apartments continues momentum of North Station neighborhood

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When the doors to The Victor opened in early November 2013, residents and guests were met with a vivacious and energetic space that mirror its up-and-coming location. Simpson Housing, LLLP (SHLP), a fully integrated real estate firm providing services in commercial and multifamily property management, development and construction, and joint venture partner, Heitman LLC, worked together to develop the area's newest luxury apartment community. The team collaborated with ADD Inc., Copley Wolff Design Group, and Suffolk Construction to offer quality apartment living with stunning views in Boston's next "It" neighborhood.

Located at 110 Beverly St., The Victor contains 286 apartments ranging from studios to two bedrooms, many of which include a study. There is 17,000 s/f of retail space available on the ground floor. Tavern in the Square has committed to a 5,600 s/f lease which will mark the eighth location of the restaurant chain. Other building amenities include an 1,800 s/f strength and cardio club, an indoor sports court, private garage parking and "The Living Room," a fifth floor lounge that includes flat screens and access to a 5,300 s/f outdoor terrace. Copley Wolff illuminated the outdoor living area with LED uplights and additional lighting concealed within the IPE trellis to create a welcoming ambiance. Residents who live on the penthouse club levels will receive access to "The Club Terrace," a private rooftop lounge. In addition, The Victor contains a multitude of common spaces available for all residents to enjoy, such as a sports lounge, board room, and business center.

After the completion of the Big Dig in 2007, Simpson Housing identified the land as the next prime location for a multifamily apartment community. Recently, the North Station neighborhood has been rejuvenated with new developments and renovations of old buildings. By opening The Victor, Simpson looks forward to adding to the success of this revitalized area.

"The location of The Victor cannot be beat," said David Homan, regional manager, Simpson Property Group. "The proximity to North Station will give residents the ability to travel anywhere in Boston and New England and residents will have the capability to walk to the North End, the West End, the Financial District or Beacon Hill."

The Victor offers an unmatched location and amenities, but most importantly The Victor offers unparalleled customer service. Following Simpson's mission of "commitment to excellence," The Victor provides 24-hour front desk concierge to accommodate all resident needs. In addition, residents have access to conveniences such as a building link system, which updates residents about upcoming events and allows residents to receive package notifications via text and email.

"We strive to create communities within our buildings," said Venita DeHaven, senior vice president, Simpson Property Group. "Our goal is to incorporate spaces into our design that allow for residents to interact with one another."

In 2013, Simpson Property Group received the highly coveted A-List Award for Excellence in Customer Service. The A-List awards are presented, according to size, to the top companies in the multifamily real estate industry. Simpson Property Group has been recognized every year for the past 10 years and the company is one of only two firms to achieve this number of consecutive wins in the history of the survey. Under the leadership of community manager, Gabrielle Strahl, The Victor will continue to meet the needs of its residents and will become an exemplary building within the rejuvenated North Station neighborhood.

Project team included:

Owner and Developer: Simpson Housing LLLP and Heitman LLC

Property Manager: Simpson Property Group, LP

Architect: ADD Inc.

Landscape Architect: Copley Wolff Design Group

Construction: Suffolk Construction Company, Inc.

Structural Engineer: McNamara/Salvia

MEP/LEED Engineer: A/H/A Consulting Engineers

Civil and Land Surveyor: Allen & Major Associates Inc.

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