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## **Boston Residential Group opens 100,000 s/f 285 Columbus Lofts**

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The 285 Columbus Lofts development officially opens its doors to residents. Boston Residential Group, LLC transformed the former Red Cross Boston headquarters at the corner of Columbus Ave. and Clarendon St. into one of Boston's premier residential addresses.

In only four short months of marketing, and despite the downturn in the general real estate market, 285 Columbus Lofts is already 60% committed. 285 Columbus Lofts joins the famed 360 Newbury property in Boston Residential Group's successful office to condo conversion portfolio in the city.

285 Columbus Lofts offers 63 loft-style one bedroom and two-plus bedroom condominiums, ranging from 750 to 1,600 s/f. The homes feature open floorplans, a European-inspired design, and walnut floors and kitchen cabinets. The exterior of the building has also been fully restored, and a 10,000 s/f retailer is in negotiations to occupy the first floor.

The eight-story, 100,000 s/f building provides residents with direct access to Back Bay Station, and is one block from Copley Place, Equinox Sports Club, the Boston Ballet, the Boston University theatre complex, and Copley Sq.

"We are thrilled with the market response and the velocity of sales at 285 Columbus Lofts. The building's location uniquely blends the elegance of the Back Bay with the cool edginess of the South End," said Curtis Kemeny, president and CEO of the Boston Residential Group. "285 Columbus Lofts offers customers a high quality urban lifestyle that features this location combined with spacious layouts, beautifully designed finishes and superb views."

285 Columbus Lofts was designed by ADD Inc, the same architecture and interior design firm which created the interior designs at 360 Newbury.

Walsh Brothers is the general contractor on the project. Kevin Ahearn of Otis & Ahearn is the sales and marketing agent.

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