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Trinity Financial's \$71m Boston East now open and 25% pre-leased

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Boston, MA According to Trinity Financial, Boston East, its new apartment community on the East Boston waterfront, is already 25% pre-leased as it celebrated its official April opening.

Located directly on Boston Harbor and in close proximity to Downtown Boston and the MBTA, Boston East is a \$71 million, boutique, mid-rise residential community that features 200 units, including six artist live-work-sell units and a community art gallery. The property was designed by Boston-based ICON Architecture, Inc.

"The property has been really well received in the market. When we were voted Best New Building in Boston in December we started getting people wanting to tour the building and kicked off our preleasing efforts. We've received tremendous feedback from residents about the gorgeous water and city views, ample open space, unique finishes and outstanding amenities," said Abby Goldenfarb, a development vice president at Trinity Financial. "Trinity and the East Boston Community Development Corp. partnered on this project, and it has so much to offer residents and the community. The location is in the heart of thriving East Boston – a neighborhood that with outstanding restaurants, art galleries, outdoor activities and other great lifestyle features."

The interior of Boston East features designs by Cortney and Bob Novogratz, whose style has been showcased on HGTV's Home by Novogratz and Bravo's 9 By Design, and in collaboration with companies such as CB2. The pair has conceived some of the most unique and amazing living spaces across the country but Boston East is their first large scale multi-family design.

The Novogratz' have embraced the city's history, the region's seafaring heritage and the community's location on the Harbor as inspiration for a "marine industrial" theme they incorporated into the interior design at Boston East. Last summer, Cortney Novogratz visited the Brimfield Antique Flea Market to shop for local pieces to be featured at Boston East.

Design treasures from that endeavor include vintage lobster traps that create a coffee table in the public art gallery, a full-size antique canoe and a variety of vintage marine industrial pieces that have been woven into decor.

"Boston East is our first Boston project and we're thrilled with the final design we've created – a beautiful, relaxing and welcoming space we hope residents will enjoy," said Cortney Novogratz. "East Boston has a rich culture and history that is reflected in the design, and the result is a building

unlike any other luxury multi-family community in the city.”

Boston East’s exterior engages a maritime look, with wharf-like building wings extending to the waterfront and surrounding a central arched entry. Making the most of the beautiful Harbor and downtown skyline, light-filled apartments boast tall floor-to-ceiling windows with large decks angled out to catch water views. A richly landscaped courtyard and Harborwalk envelop the site, offering a gracious patio and fire pit overlooking the kayak and paddleboard launch. A spacious, glass enclosed rooftop lounge invites relaxation, while an indoor gym and dog spa encourage activity.

“Recalling the site’s shipbuilding history, we have created amazing, contemporary residences that reimagine waterfront living in Eastie,” said Nancy Ludwig, Principal of ICON Architecture, Inc.

Boston East officially opened on April 1. Trinity Management, LLC will serve as Boston East’s professional property management company.

Trinity Financial utilized its experience in creating successful market rate luxury living spaces to develop a unique and desirable residential community at Boston East. Among the luxury communities Trinity Financial has developed or has currently in development include the One Canal and Avenir buildings in Boston, 66 Summer Street and Vela on the Park in Stamford, CT and Foundry Square in Newburyport.

Located directly on the waterfront, near Maverick Sq. and Central Sq., Boston East is a \$71 million boutique mid-rise residential community that features 200 units, including six artist live-work units. Boston East allows residents to engage the waterfront through a kayak and paddle board launch and experience uniquely designed apartments and amenity spaces with striking water views.

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