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Samuels and Landsea's Pierce Boston residence nearly sold out

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Boston, MA Samuels & Associates, in partnership with Landsea, said that Pierce Boston, The Fenway's newest residence, is nearly fully sold, with only nine condo units available for purchase.

Located at the intersection of Brookline Ave. and Boylston St., the 30-story tower opened its doors on March 1, 2018. Of the building's 109 condo units, 100 have been sold. The average price per s/f for the non-penthouse units is \$1,464 and for the penthouse units is \$1,836.

The units left for purchase include: Five 3-bedroom condos and four penthouse units from 2-3 bedrooms.

The 240 rental units also drew high demand, with studios starting at \$3,175, 1-bedrooms starting at \$3,800, and 2-bedrooms at \$5,430.

Reflecting the diversity of the neighborhood, buyers include downsizing couples from the suburbs seeking a maintenance-free urban oasis; established professionals, including many working in the Longwood Medical and Academic Area and in The Fenway's thriving tech scene; international students; and young families excited by the neighborhood's mix of activities and green spaces.

"In over ten years of working in The Fenway, Samuels & Associates has seen a high demand for home ownership in the neighborhood. Part of the reason we developed Pierce Boston was to provide buyers with the perfect place in the city to call home," said Leslie Cohen, principal & COO at Samuels & Associates.

The building's exterior was designed by the world-renowned architecture firm Arquitectonica, and it is their first Boston property. As nationally renowned designers, CBT Architects provided their keen eye and sophisticated aesthetic to the building's interiors. Sales and marketing were conducted by The Collaborative Companies (TCC), a Boston-based full-service brokerage firm specializing in luxury condominiums.

"The design for Pierce truly reflects the uniqueness of the triangular parcel: an arrow-like tower that races towards the corner of two of Boston's most famous streets. The tower's thin end rises from plaza to sky, creating a series of planes that swing like doors opening to the neighborhood's green space and bustling commercial strip. The result is a kinetic rather than a static sculpture of the tower's most important moment: the place where Boylston Street and Brookline Avenue meet, the

gateway to the Fenway,” said Bernardo Fort-Brescia, FAIA, principal and co-founder of Arquitectonica.

“Pierce Boston creates a refined lifestyle environment for its residents, while providing a retreat that draws from the Fenway’s natural landscape features,” said Lois Goodell, principal and director of interior design at CBT. “The interior design balances the urban and the natural, energy and tranquility, by blending private and open living spaces and touting expansive city views. This design interplay has proved to be attractive to the modern city dweller and a catalyst for drawing new residents specifically to Pierce.”

“We are pleased that Pierce Boston has achieved this incredible milestone so quickly after its grand opening this past spring,” said Jill Preschel, Landsea Homes vice president of sales and marketing, New York Metro Division. “A true destination neighborhood, The Fenway is a vibrant community offering world-class dining options, open green space, and a thriving arts and culture scene. We are delighted to have partnered with Samuels & Associates to develop Pierce Boston as we continue to expand our presence in the Northeast.”

Pierce Boston’s amenities include concierge services, a rooftop swimming pool, a fitness center and yoga studio, a pet spa, an underground parking garage, a secluded library, a private dining room, and private sky cabanas available for purchase by condo owners.

Pierce’s commercial tenants include nathàilie, an intimate wine bar from Haley Fortier, and The Wine Press, a specialty wine store focusing on curated wines, spirits, and craft beers. Additional high-end retailers will be announced in the coming months.

In addition to activating the building on the street level, a forthcoming 1.1.-acre park at the renovated Landmark Center, now called 401 Park, will fully integrate the Pierce plaza into the Emerald Necklace and transform the gateway of The Fenway.

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