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WS Development adds 14 retailers to The Street Chestnut Hill's 90,000 s/f renovation project

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Chestnut Hill, MA WS Development will be opening 14 businesses at The Street Chestnut Hill's 27 Boylston renovation project. Located at the center of the property, 27 Boylston will consist of nearly 25 new retailers and restaurants, health and wellness concepts, office space, and new community gathering spaces. A first wave of businesses will commemorate the opening of The Street's newest building beginning in late spring/summer 2024. It will feature a mix of local brands, including Boston's Winston Flowers, health forward café Pink Carrot, and a new flagship location for infrared sauna and cold plunge studio, SweatHouz, alongside sought after national brands including premium lifestyle brand, Alo Yoga, sustainable fashion brand, Reformation, and [solidcore], the high-intensity, low-impact workout on a Pilates-inspired reformer. Even more retail, dining, and business updates for the project will be announced in 2024.

Spanning 90,000 s/f across three levels, 27 Boylston will complement the lineup of retail and dining offerings at The Street with a continuation of the specialty retail and fashion concepts, a mix of new and popular culinary concepts, health and wellness, and several more local businesses.

The project's roster of tenants will include the following businesses:

- Alo Yoga
- Arc'Teryx
- Brilliant Earth
- Marine Layer
- M.M.LaFleur
- New England OBGYN Associates
- Pink Carrot
- Reformation
- Roller Rabbit
- Skin Laundry
- [solidcore]
- SweatHouz
- WHEAT
- Winston Flowers.

Designed by WS studio senior design director Jared Ramsdell and senior designer, Morella Garofalo with architect of record Sasaki, 27 Boylston will highlight some of the original features of the existing building to pay homage to its history and create a fresh experience for guests. The curvature and brickwork of the building will remain while the rest will be reimaged with masonry, metal, wood, enlarged windows, and greenery crawling up, around and above, enhancing the architecturally distinctive structure. An elevated walkway will wrap around the building to a second level of retail shops and a 64 ft. bridge will transport guests to the property's southern façade. The pond-facing overhang of the original structure will also be modified to allow light infiltration and views up to the sky. 27 Boylston will also feature a new sign for the property, inspired by vintage rooftop signs with exposed structure. The design team chose a soft pink color for the letters to highlight the

new building while simultaneously creating a new and bespoke welcome to the overall property.

“We have been eager to share this exciting update on the 27 Boylston renovation. This mix of fourteen brands is really fun and was thoughtfully planned by our team; incredible retail brands, local shops, and a bigger space for New England OBGYN Associates is something we’re really proud of. We can’t wait for the community to experience all of the new offerings in addition to the impeccably designed building layout, and look forward to celebrating this property milestone in 2024,” says Alana Stein, director, asset strategy & experience, WS Development.

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