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The Street Chestnut Hill debuts 27 Boylston - 90,000 s/f retail building

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Chestnut Hill, MA The Street Chestnut Hill has opened its newest building at 27 Boylston St. Located at the center of the property, this destination within The Street will consist of over 25 new retailers and restaurants, health and wellness concepts, office space, and community gathering places. The first wave of brands commemorated the opening on June 13th, followed by a community celebration on June 15th; featuring live music, fitness, kid-friendly activities, brand activations, and exclusive promotions. Further enhancing the building's design, The Street also unveiled a new mural by acclaimed Italian artist, Agostino Iacurci.

Adding to The Street's office spaces, Coldwell Banker Realty and Hammond Residential Real Estate will join 27 Boylston St. in Q4, 2024. Located on the third floor, Coldwell Banker Realty and Hammond Residential Real Estate will open a world class global luxury real estate office model

designed for collaboration for clients and sales associates alike. With nearly 375 sales associates and support personnel, Coldwell Banker's new office will specialize in residential sales, seller and buyer representation, home marketing services, and superior luxury marketing of properties in Chestnut Hill, Newton, Brookline, and surrounding areas.

The third level of the building will also be home to real estate and venture capital investment firm Weiner Ventures, and New England OB-GYN Associates. New England OB-GYN is affiliated with Brigham and Women's Hospital, a top-ranking Boston hospital and a historic leader and innovator in women's health.

27 Boylston St. will connect the two sides of the property to make it "The Street." Spanning 90,000 s/f across three levels, the building is a continuation of the property's lineup of retail and dining offerings, including many first-to-market concepts, nationally recognized brands, and local businesses. The openings at the building join other new additions at The Street including the first Boston area location of New York-based ice cream brand Van Leeuwen Ice Cream, locally owned bakery The Half Cookie and New England's Bridgewater Chocolate, opening this summer.

Designed by WS vice president of studio, Jared Ramsdell and senior designer, Morella Garofalo with architect of record, Sasaki, 27 Boylston St. highlights some 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 original building remain while the building has been re-imagined with masonry, metal, wood, enlarged windows, and lush greenery crawling up, around and above. An elevated walkway wraps around the building to a second level of retail shops and a 64 ft. bridge transports guests to the southern façade. The pond-facing overhang of the original structure has also been modified to allow light infiltration and views up to the sky. 27 Boylston St. now features a new sign for the property, inspired by vintage roof-top signs with exposed structure, characters, and glow. The design team chose a soft pink color for the letters to highlight the new building while simultaneously creating an updated and bespoke welcome to The Street.

Bringing art to the new building, The Street has unveiled a mural by artist, Agostino Iacurci. At 40 ft. tall and 8 ft. wide, the piece, titled "Tall Flowers", portrays a scene of a flowering plant that rises from a pot and spreads across the second and third-story façade of the building. "Tall Flowers" was inspired by the New England region, and more particularly, the vibrant Chestnut Hill neighborhood and its abundant natural surroundings. It invites public engagement through its playful render and bold visual language to enjoy, appreciate, and co-exist with nature. "Tall Flowers" was curated by Justkids.Art Consulting and is located on the Rte. 9 side of the building.

Several businesses will open at The Street's newest building with more coming soon. This mix of national and local brands includes premium active lifestyle brand Alo Yoga, high performance outdoor equipment and apparel company Arc'teryx, California inspired clothing brand Marine Layer, sustainable fashion brand Reformation, lifestyle and sleepwear brand Roller Rabbit, laser facial destination Skin Laundry, the high-intensity, low-impact strength training workout on a custom reformer [solidcore], and luxury, locally-owned, lifestyle boutique WHEAT.

The Street's new businesses joining the building's roster includes American menswear designer Todd Snyder, innovative fine jewelry brand Mejuri, Boston Center – Aesthetics for the Face & Body, specializing in plastic surgery and cosmetic dermatology, local stretch studio LYMBR, and Nava Health, offering personalized wellness plans that promote optimized health and longevity.

“The opening of 27 Boylston St. is a significant development milestone that we are so proud to share with the community,” said Paige Steinberg, general manager of The Street Chestnut Hill. It is a testament to The Street's evolution as a lifestyle destination that further amplifies our unparalleled collection of retail and fashion, new and popular culinary concepts, health and wellness offerings, and local businesses. Our expansion of office space also adds to our unique offerings, providing convenience and meaningful amenities for the businesses and our guests. We're excited to celebrate the openings of these incredible businesses this week and for our guests to experience this remarkable new building.”

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