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Culture Pop Soda leases 6,000 s/f at Berkeley's 64 Pleasant St.

September 20, 2024 - Front Section



Watertown, MA According to Berkeley Investments (Berkeley), Culture Pop Soda, a functional soda brand, will be leasing over 6,000 s/f of space in the company's 64 Pleasant St. development. Culture Pop joins tenant Via Separations, a growing clean tech startup, which signed a lease for more than 50,000 s/f of class A lab space last year. Situated along the Charles River, 64 Pleasant was redeveloped by Berkeley into a new hub of innovative companies, and was the location chosen by governor Maura Healey to promote her climate tech initiative investment of \$1.3 billion, from the headquarters of Via Separations.

"We're excited to relocate our offices to 64 Pleasant St. in Watertown," said Tom First, founder and CEO of Culture Pop Soda and co-founder of Nantucket Nectars. "This building's rich history of innovation, research and product development is a perfect fit for our brand. Our new space will

enable us to grow our team and attract best-in-class talent to continue building a leading brand in our category.”

Dan McGrath, Berkeley’s senior vice president and director of asset management, said, “Culture Pop Soda perfectly complements the lab, life sciences and clean tech companies that a building like 64 Pleasant is appealing to. Culture Pop prides itself on clean living, with a really clean ingredient list, and we think their business model is ideally suited for 64 Pleasant. They’ll fit in perfectly with Via Separations and the additional one or two life sciences and lab tenants we hope to attract in the near future and we are excited to link like-minded, forward-thinking companies in the same incubator tech space. 64 Pleasant is a unique building with best-in-class design where our tenants can work, collaborate, and innovate together against the scenic backdrop of the Charles River.”

In this 64 Pleasant leasing transaction, Culture Pop Soda was represented by Nat Kessler and Sam Crossan of JLL. Newmark’s Dan Krysiak, Dave Townsend, Juliette Reiter, and Catie Tilton represented Berkeley.

Purchased from globally renowned architectural firm Sasaki back in 2021, Berkeley has transformed the 64 Pleasant St. site into lab space in one of the city’s most iconic buildings. The historic mill and industrial building has often been recognized for pioneering innovative breakthroughs in the paper, manufacturing, printing and laundry service industries, before serving as Sasaki’s global headquarters for over 40 years.

Today, 64 Pleasant is a 105,000 s/f mill building situated along the Charles River that Berkeley has thoroughly renovated to accommodate innovative, growing technology and life sciences companies in the center of the city. Berkeley has completed the complex base build-out that converted the 160-year-old building into a modern lab and R&D center. It features class A lab space and amenities, including a spacious fitness wing with holistic amenities, cafe, conference center, ample bike storage, communal kitchen and commissioned artwork throughout the space. The outdoor patio and remaining available workspace provide views of the Charles River, making it one of the most sought after places to work in greater Boston. The building’s location offers access to public transit, the Massachusetts Turnpike, the Watertown Connector Shuttle to Harvard Sq., and the Charles River Greenway Bike Path.

A senior managing director in Newmark’s Boston office, Krysiak said, “Working closely with Berkeley, we identified a location within the 64 Pleasant building that was ideal for Culture Pop’s use and provided them with the creative space they were searching for to reflect their brand identity. There’s a flexibility in the space that allows Culture POP to commence construction and design quickly thereby allowing their team to move in by the end of this year. While we continue to cultivate lab, life sciences and clean tech tenants who appreciate the inherent value and many amenities that 64 Pleasant offers, we commend Berkeley’s creative commitment to uniting forward-thinking companies under the 64 Pleasant roof.”