

Tremont Crossing



Where Commerce and Culture Connect

An exciting mixed-use development in the center of Boston



Tremont Crossing

CBD

Back Bay Area

Prudential

1-90
Hancock Tower

1-90

Crosstown

Northeastern University

Northeastern University

Museum of Fine Arts
Isabella Stewart Gardner Museum

1-90

Fenway

Ruggles Station

Boston Police HQ

Reggie Lewis Track

Longwood Medical Area

Longwood Medical Area



One of a kind opportunity to access this dynamic market

A Harmonious Array of Uses



1. Large Retail (600,000sf)
2. Shops/Restaurants (42,500sf)
3. Office Space (325,000sf)
4. NCAA Museum* (58,000sf)
5. Large Public Plaza
6. Parking Garage (1,900 cars)
7. Street Parking
8. Residential Tower (Phase Two)

* National Center of Afro-American Artists



Sophisticated Design by a World Class Architectural Team

- Sustainable construction
- Pedestrian friendly
- Accomodative to vehicular traffic
- Wide sidewalks for alfresco dining
- Signage from all directions
- Enclosed off-street loading
- Landscaped streetscape
- 24 hour security

At the Tremont Street/Melnea Cass Corridor



On a six-lane road leading to downtown and all points in the city



Direct Access to Mass Transit at Ruggles Station

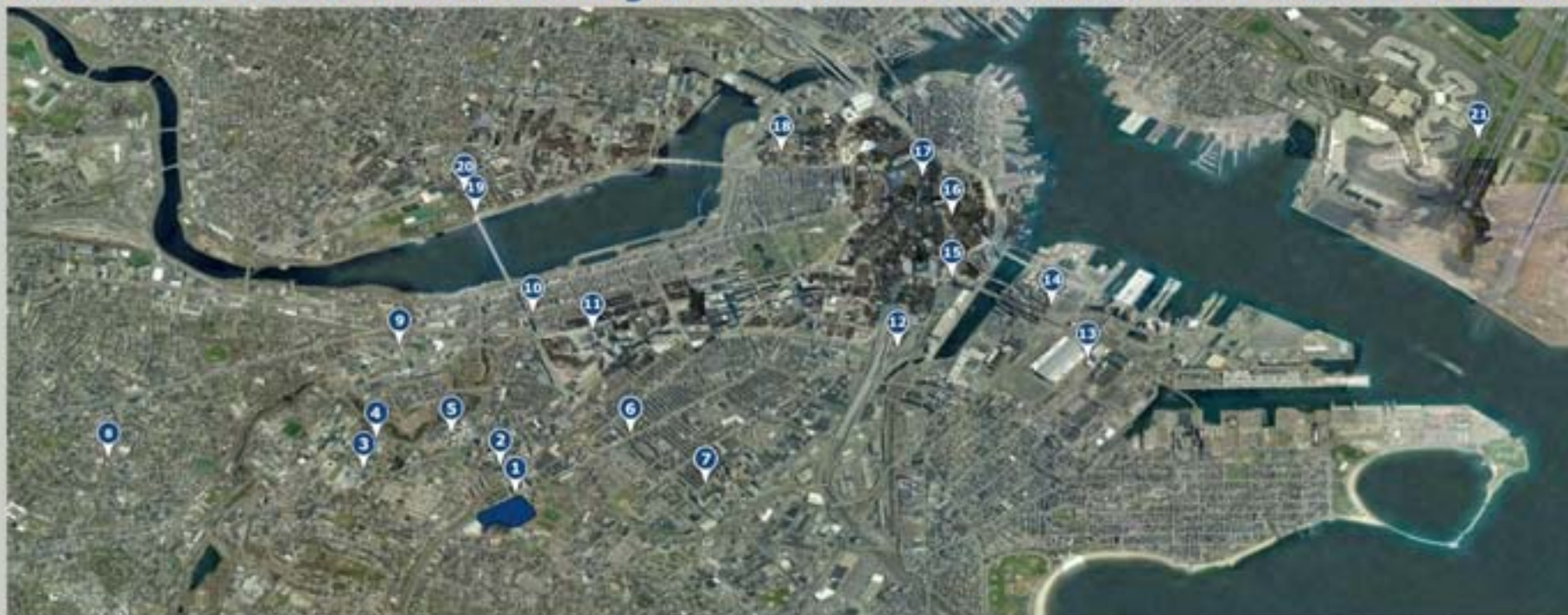
- One of Boston's Largest Transportation Hubs
- **Orange Line** Subway leading into downtown in under 10 minutes
- **3 Commuter Rail Lines** (Needham Line, Franklin Line, Providence/Stoughton Line)
- **14 Bus routes** (8, 15, 19, 22, 23, 25, 28, 42, 43, 44, 45, 47, CT2, CT3)
- **Green Line** Subway stop is only a 7 minute walk
- **MASCO/LMA Shuttle Available**



Market Demographics

Miles	2010 Population	2010 Households	2010 Average Household Income (AHHI)
1	78,264	33,397	\$64,745
3	478,274	198,927	\$80,722
5	875,863	355,069	\$82,223

Located in the Heart of Boston's Neighborhoods and Commercial and Cultural Institutions



1. Tremont Crossing

2. Northeastern University (0.05 miles)

3. Longwood Medical Area (0.6 miles)

4. Colleges of the Fenway (0.25 miles)

5. Museum of Fine Arts (0.34 miles)

6. South End (0.23 miles)

7. Boston Medical Center (0.71 miles)

8. Brookline (1.0 miles)

9. Fenway Park/Kenmore Square (1.0 miles)

10. Back Bay (1.1 miles)

11. Hynes Convention Center (0.89 miles)

12. I 93 - I 90/Mass Pike (1.66 miles)

13. Boston Convention Center (2.1 miles)

14. S. Boston Seaport Area (2.39 miles)

15. South Station (2.18 miles)

16. Financial District (2.19 miles)

17. City Hall (2.4 miles)

18. Mass. General Hospital (2.27 miles)

19. Cambridge (1.5 miles)

20. Mass. Institute of Technology (1.6 miles)

21. Logan Airport (3.5 miles)

Central to Boston's Educational Institutions

43,500 students and 35,000 faculty/staff within a half mile radius



Harvard University Medical & Dental Schools

Wentworth Institute of Technology

School of the Museum of Fine Arts

Simmons College

Northeastern University

O'Bryant School of Science & Math

Roxbury Community College

Wheelock College

Emmanuel College

Massachusetts College of Art & Design

Massachusetts College of Pharmacy & Health Sciences

Madison Park High School

Across from the Longwood Medical Area (LMA)

- 1/2 mile from one of the world's premier medical campuses
- 40,000 employees and 2.6 - 4.5 million visitors per year



Beth Israel Deaconess Medical Center
Massachusetts Mental Health Center
Harvard Vanguard Medical Associates
Brigham and Women's Health
Dana-Farber Cancer Institute
Judge Baker Children's Center
Children's Hospital Boston
Blue Cross/Blue Shield of Mass.
Joslin Diabetes Center
Merck Research Laboratories
Immune Disease Institute



Close to Cultural Institutions/Avenue of the Museums

- National Center of Afro-American Artists (on site)
- Museum of Fine Arts (0.3 miles)
- Isabella Stewart Gardner Museum (0.57 miles)
- Symphony Hall (1.21 miles)



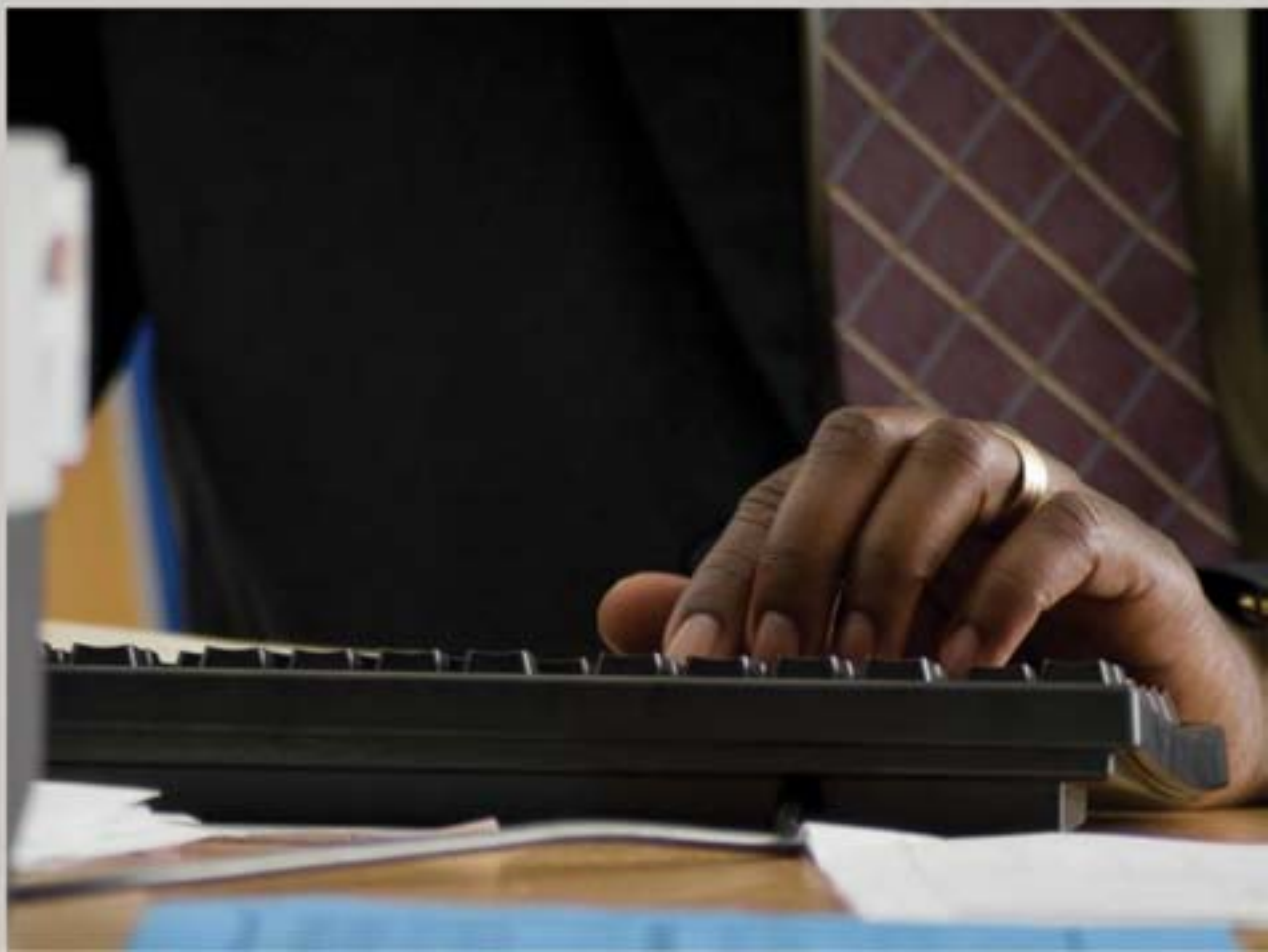


Adjacent to the South End

Only a 1/4 mile from one of Boston's most vibrant and trendy neighborhoods

A Dynamic Office Location

- **Class A Space**
- **Unobstructed Views**
- **Exceptional On-Premise Parking**
- **Expansion Capabilities**
- **Plaza with Benches and Sculptures**
- **Shops and Restaurants On-Site**
- **Signage on Roof Line of Building**
- **Cultural Facilities On-Site**
- **LEED Certified**



A Thriving Boston Retail Market



- **\$10.7 Billion Retail Sales**
- **\$7.2 Billion Visitor Spending**
- **\$2 Billion Student Spending**
- **18.3 Million Visitors Annually**



Proposed Signage - Tremont Street (facing west)



Proposed Signage - Tremont Street (facing west)

Proposed Signage - Tremont Street (facing east)



Proposed Signage - Tremont Street (facing south)



Developers plan big-store mall on long-vacant site

By Casey Ross
GLOBE STAFF

The latest developer to tackle a long-vacant tract near Boston Police Department headquarters proposes to fill it with large stores similar to those at the sprawling South Bay Plaza strip mall, with a key exception: It would not look like South Bay.

Ruggles Place would instead have an urban aesthetic: The buildings would go up, not outward around a massive parking lot. The architecture and signs would be more like what's found in downtown Boston, rather than at suburban strip malls.

"It's a much different look," said Barry Feldman, whose company, Feldco Development, has been brought in by Elma Lewis Partners, which was designated in 2007 to develop eight city-owned acres on Tremont Street in Roxbury known as Parcel 3.

Ruggles Place would also include offices, an art museum, street-level shops, a parking garage, and a large public plaza.

A previous plan for housing has been dropped,

RUGGLES PLACE, Page B10

Plan for Roxbury site has offices, big stores

■ RUGGLES PLACE

Continued from Page B7

but could be revised later. Elma Lewis Partners is an offshoot of the National Center for Afro-American Artists Inc. The Parcel 3 team includes tenant liaison developer Dick Wicks, the Skid and Law Inc. architecture firm, and the registered architect Graham Gould.

Situated between Ruggles Community College's Ruggles Lewis Desk and Athletic Center and a housing development, Parcel 3 has for years been a blighted, almost-obsolete priority. But it has languished due to a series of political and financial roadblocks. Last month, Elma Lewis Partners received its third extension of time from the city to four years, winning 18 months to allow it to move forward with construction.

With Feldco as a development partner — and at a time when the economy is recovering from a recession that dragged down commercial real estate — city leaders are optimistic development will finally begin.

They said numerous retailers have expressed interest, including Target Corp., Eddie's Corp., TJX Cos. and Lerner Cos.

"This might be their best chance," said John Palmer, director of the Boston Redevelopment Authority. "They've got a core team and the economy is improving, so we're encouraged by what we're seeing."

The developers still have a long road ahead, though, including negotiating a lengthy city review process. And getting input from retailers is one thing, now they need to persuade enough retailers to sign leases in order to line up financing for construction.

Ridley, based in New Canaan, Conn., has a track record, having built the 300,000-square-foot South Bay shopping center in Providence and a large retail complex near Portland, Maine.

The Roxbury project would be the first in Boston. Ruggles Place's 900,000-

square-foot retail center would be four stories high, with one or two stories on each level, differentiating it from the suburban shopping malls occupied by dozens of stores and restaurants. The developers said they want to give the property back to the city by offering tenant shops and showrooms to open in the smaller spaces that are planned along Tremont Street.

"We're trying to reimagine our plan to give it uniqueness and cultural and educational elements," said Barry Galbraith, a



principal of Elma Lewis Partners and director of the National Center for Afro-American Artists, which would move its museum to Ruggles Place.

The museum would have about 50,000 square feet and include a theater to present live performances and films, paintings, sculpture, and other works reflecting the heritage of black artists around the world would be displayed. The museum would, in part, be funded with rents from the stores and offices, although the developers declined to estimate how much.

They are planning more than 200,000 square feet for offices above the museum.

Toggles the thought market for new office space, Ridley said, the team hopes to land medical or academic tenants from the nearby Longwood Medical Area.

Casey Ross can be reached at c.ross@globe.com.

The Boston Globe

* Ruggles Place has been renamed Tremont Crossing

MENINO BLESSES RUGGLES PLAN

Revised Roxbury project to mix museum, office, retail, housing

By JESSICA VAN SACK

Mayor Thomas M. Menino is giving a tentative thumbs up to new development plans for a barren stretch of land along the Southwest Corridor in lower Roxbury, opening the doors for a new shopping and housing haven on the city-owned parcel opposite police headquarters.

"They have an ambitious plan, and whatever it takes to get a project done that's in line with the community and developers, is good progress," Menino said through his spokeswoman, Dot Joyce, on Friday.

Menino's reaction to the new plan is a far cry from the tumult that ensued last year, when his ad-

ministration accused the developers of failing to make progress on the site, questioned the feasibility of the \$400 million mixed-use plan and yanked the rights to develop the parcel.

In April 2009, the mayor bent to community pressure and redesignated the developers.

"We want to knit the community of Roxbury and the city of Boston back together," said Barry Gaither, who heads the Museum of the National Center of Afro-American Artists and is a member of the development team, Elma Lewis Partners. "Ms. Lewis



MENINO

visualized the possibility of Parcel 3 as one that brought together arts and commerce."

Menino is said to have had a prickly relationship with the late Lewis — a doyenne of the African American community — as he has had with a project that many consider her legacy.

Armed with a new financial backer and partner, New Canaan, Conn.-based Feldco Development, Gaither and fellow developers unveiled a modified plan to abutters this week. The plan does away with a previous proposal for a school of fine arts. It calls for an African-Ameri-

can arts museum, restaurants with outdoor seating, an eight-story parking garage, 300,000 square feet of office space, housing and a new element: large retailers.

As for the retailers they hope to lure to the site, Felco President Barry E. Feldman said to expect "some of the large retailers you would find in South Bay," a Dorchester shopping center that includes a Target, Best Buy and Stop & Shop. Feldco is known for developing mixed use developments throughout New England that are anchored by supermarket tenants.

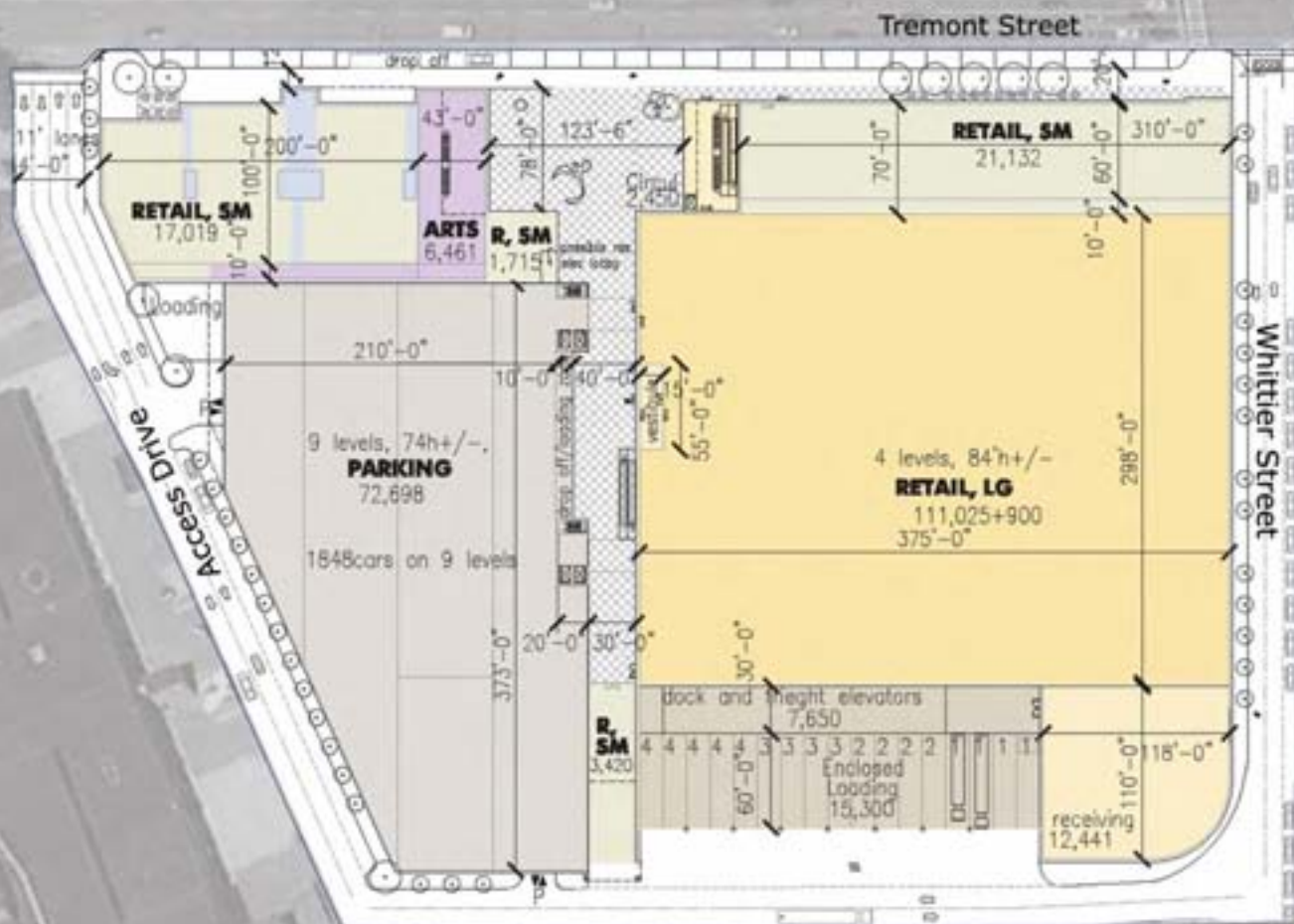
Known as Parcel 3, the project site comprises the remnants of the Inner Belt, a failed transportation plan hatched in the 1960s that razed more than 300 homes in

Roxbury.

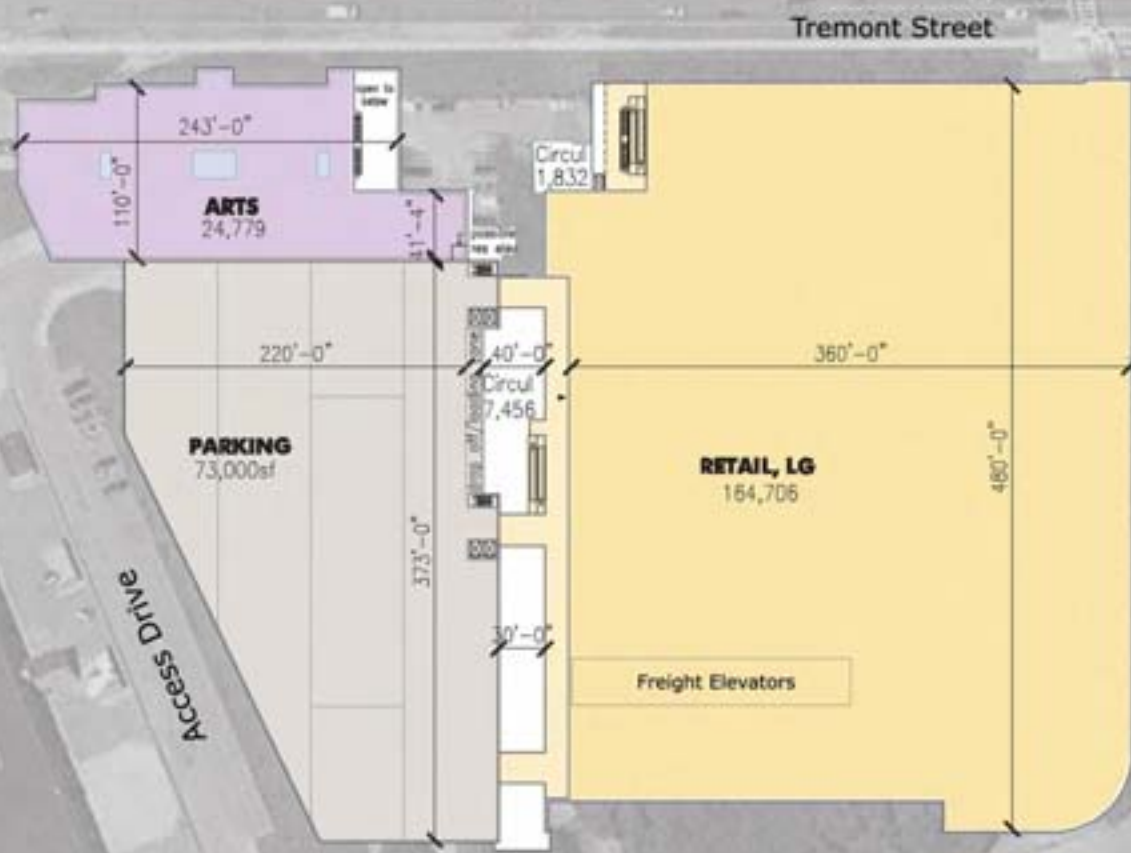
Talk of redeveloping the 9-acre parcel began nearly 20 years ago. Promises of a \$15 million retail center and supermarket were hailed in 1993, and four years later the city leveled the legendary Connolly's Tavern jazz club in preparation for the development. The plan never materialized.

At Gaither's meeting with abutters, the biggest point of contention was that their plan calls for decreasing the number of traffic lanes on the Tremont Street stretch — worsening the gridlock that grips that area in rush hour. However, the developers said the plans are preliminary and can be adjusted.

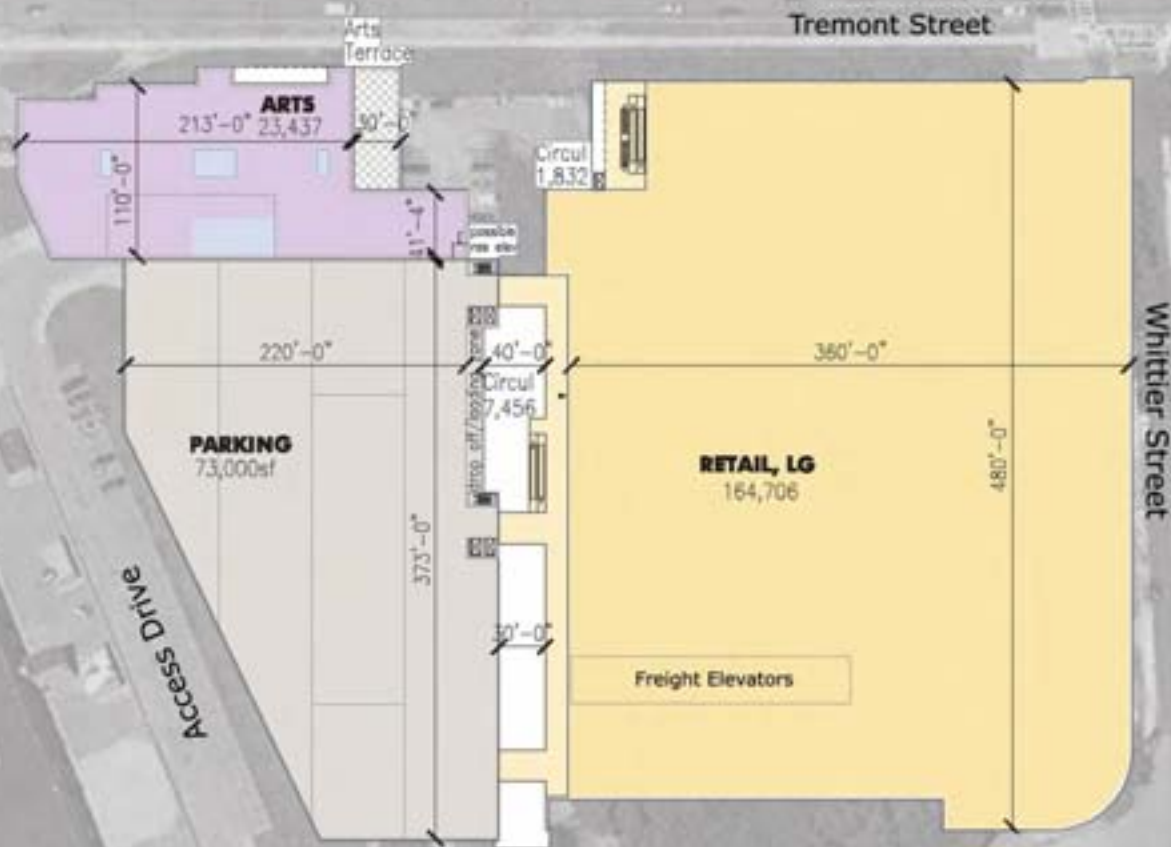
Ground Floor



Second Floor

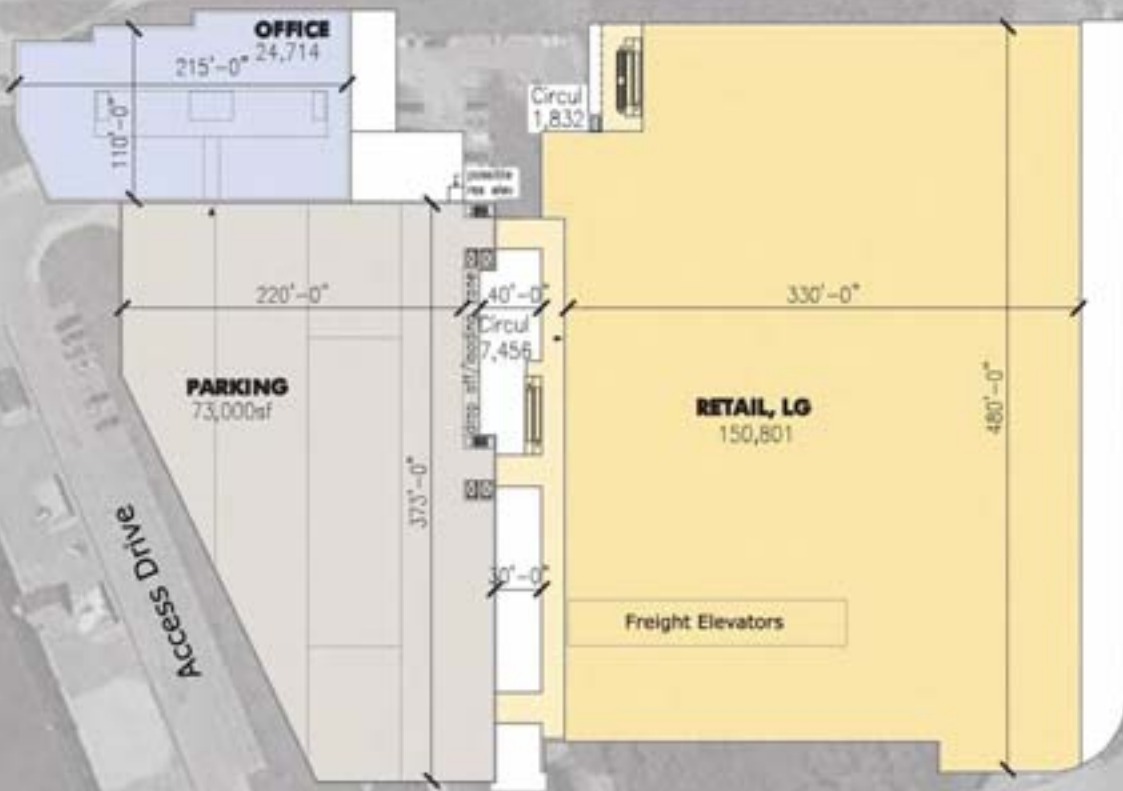


Third Floor



Fourth Floor

Tremont Street



Whittier Street

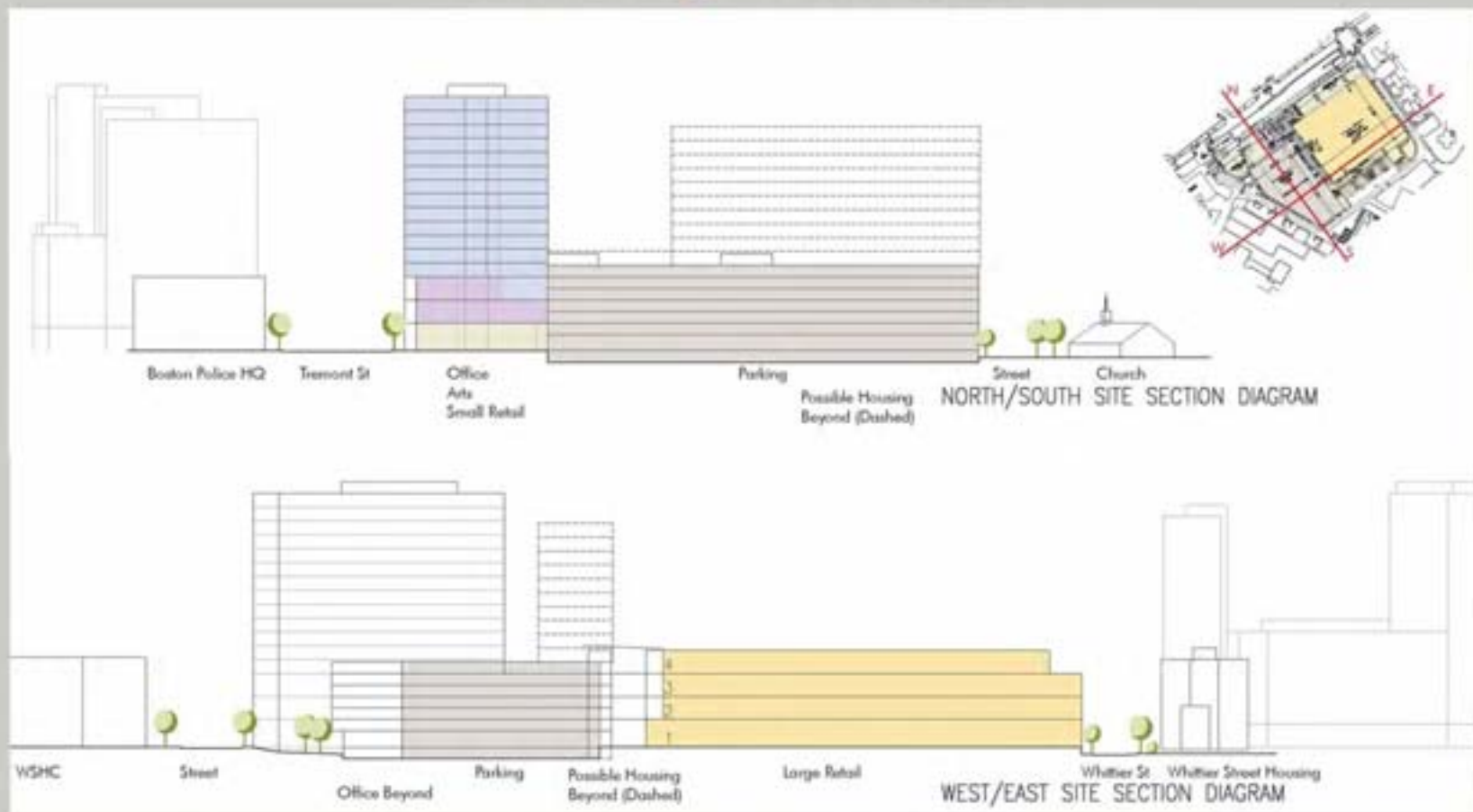
Upper Office Floors

Approximately 13 levels

Tremont Street



Building Sections



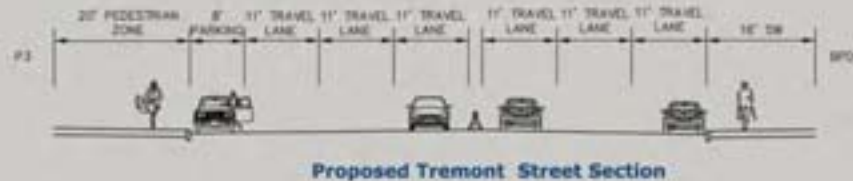


Proposed Traffic Circulation

Traffic Sections Around Site



Existing Tremont Street Section



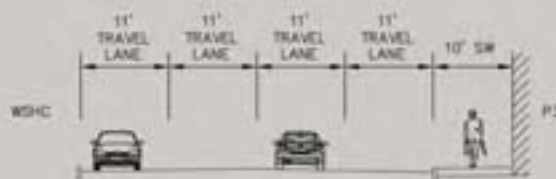
Proposed Tremont Street Section



Existing Whittier Street Section



Proposed Whittier Street Section

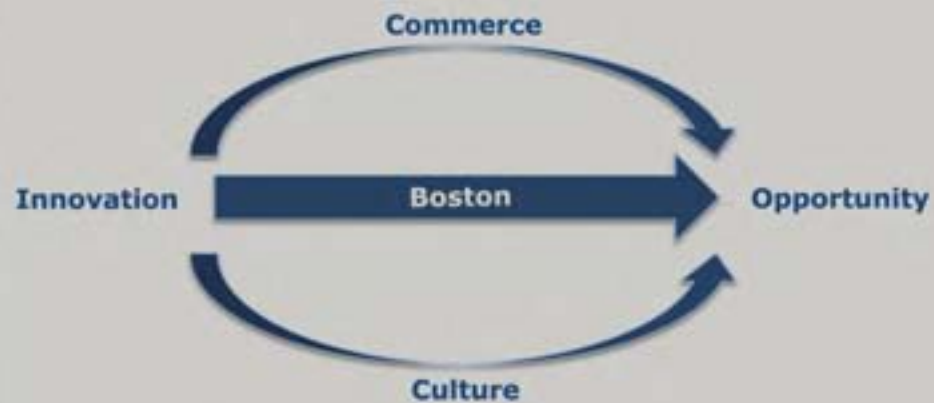


Proposed South Drive Section



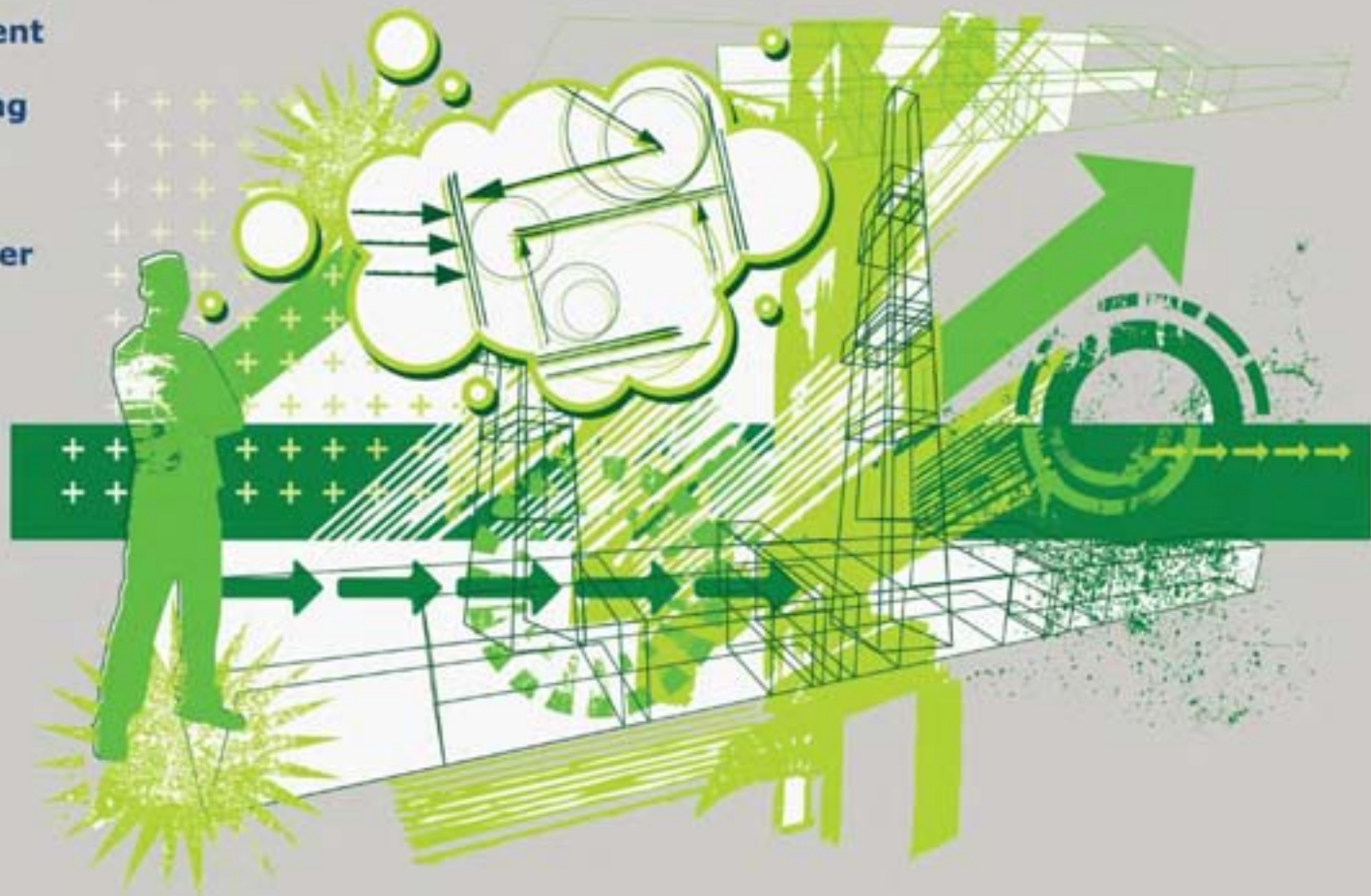
Proposed East Drive Section

Boston: City of Innovation



Green Building Initiative

- Transit-Oriented Development
- LEED Certified Office Building
- Sustainable Design
- Renewable Energy and Power



Developers and Owners: P-3 Partners, LLC



Feldco Development Corp.

Feldco Development Corp. has been active in developing, managing and owning realty investments for over four decades. In that time, it has developed or renovated through acquisition over 100 major shopping centers, aggregating millions of square feet of retail space throughout New York, New Jersey, the six New England states and as far away as Ohio, Michigan, Wisconsin, Illinois, Indiana, Texas and Florida. Over the years, the company has also developed many office buildings for such tenants as the N.Y. Telephone Co., AT&T, the Veteran's Administration, N.Y. Life Insurance Company and other major corporations. Recently, in the last decade, Feldco has embarked on the creation of large-scale, urban, mixed-use developments, unifying its years of experience in the office, retail and residential sector. In this regard, they are widely recognized for their ability to transform these types of projects into popular destinations.



Elma Lewis Partners, LLC

Elma Lewis Partners, LLC is an entity established by the National Center of Afro-American Artists (NCAAA) to pursue and develop Parcel P-3. Founded by Elma Lewis, the NCAAA is a 501c (3), not-for-profit corporation, which is organized in Massachusetts. As a community institution rooted in Roxbury for more than fifty years, the NCAAA, at its height, served thousands of people a year through its cultural education classes, outreach programs, and in-house and outside performance venues. Through its unique mix of artistic programs, the NCAAA has enriched the cultural, artistic, social and educational life of Roxbury and the world at large.

Design and Urban Planning



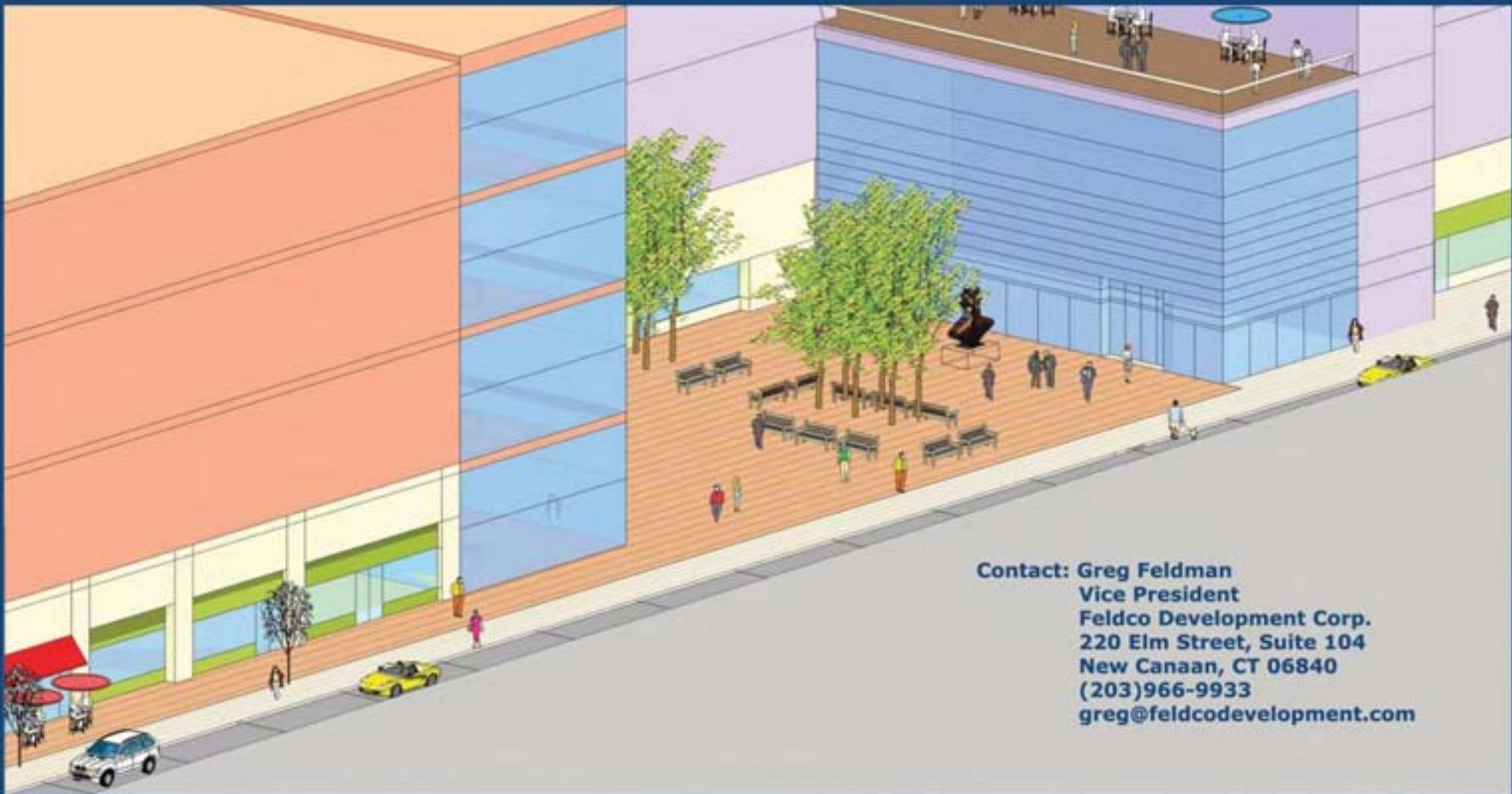
Gund Partnership

GUND Partnership is a nationally recognized architecture and planning firm working with leading institutions across the country to design transformative buildings. Since its founding in 1971, the firm has earned more than 100 regional and national awards for design excellence. Common to all of its projects is the desire to develop creative design solutions that provide the greatest possible value within an established budget. The core of its practice is centered on collaboration with owners to express mission, philosophy, and community in a wide range of planning and design assignments. Gund's projects reflects these trends in encouraging a higher level of interaction between users and visitors.



Stull and Lee, Inc.

Founded in 1966, Stull and Lee, Inc. is an architecture, urban design and planning firm. Its broad experience includes the design of educational, health care and correctional facilities; office, R&D, retail and manufacturing facilities; highway infrastructure; stations and related transit facilities; and multi-family housing and residences. Their work also includes a variety of large-scale urban design and planning commissions throughout the country. Stull and Lee projects have frequently been cited for design excellence, including the Presidential Design Award from the National Endowment for the Arts, and awards from the American Institute of Architects.



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