



# THE VIOLA BACK BAY

AIR RIGHTS PARCEL 13 & HYNES CONVENTION CENTER STATION



THE PEEBLES CORPORATION



The Peebles Corporation and its team are proud to announce The Viola Back Bay, an iconic mixed-use development consisting of a 156-key lifestyle hotel, 88 luxury condominiums with unobstructed views of the Charles River, 85 class-A residential rental apartments, 20,000 SF of ground floor retail and 138 parking spaces. The proposed street level retail will feature an eclectic collection of restaurants, retail and community space that will fill out the block and add needed amenities to this critical urban intersection. Furthermore, the Viola will provide an appropriate gateway into the Newbury and Boylston Street shopping district with a range of active ground level programming. The Peebles' team is dedicated to providing maximum air rights coverage to link the Back Bay and Fenway neighborhoods, while demonstrating commitment to the principles set forth in the "Civic Vision for Turnpike Air Rights in Boston" publication form (BRA, June 2000).

Commensurate to its prime location and development potential, the Viola is proposed in conformance with current zoning.

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## NEIGHBORHOOD BENEFITS

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- Two new Green Line T station entrances with improved entrance on Massachusetts Avenue and new access point on Boylston Street
- Accommodate waiting and lobby facilities for Green Line and bus patrons
- Line public sidewalks along Massachusetts Avenue and Boylston Street with shops and other pedestrian-friendly uses
- Respect the Back Bay Architectural District and 360 Newbury's existing envelope
- Emphasize housing and other low-traffic generating uses with careful attention to transportation improvements and impacts in this highly congested area
- Community facility - Tunes at the T - on the ground and second floors, providing a place for T riders, students and community members to gather, listen to and practice music free of charge



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## ABOUT

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The Peebles Corporation is a privately held national real estate investment and development company specializing in residential, hospitality, retail, and mixed-use commercial properties. Founded in 1983 by R. Donahue Peebles, the company has become an industry leader with a portfolio of completed and current developments totaling more than 6 million square feet and \$5 billion in key markets including New York, Philadelphia, Washington D.C., San Francisco, Las Vegas, Miami, Miami Beach, and The Florida Keys.



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