

Lyrik

BACK BAY



Lyrik

BOSTON'S MOST VISIBLE DINING AND SHOPPING DESTINATION.

130,000 cars driving
under the site daily.



BACK BAY'S LARGEST OPEN-AIR PEOPLE PLAZA



HARVARD
SQUARE

CAMBRIDGE

KENDALL
SQUARE

MIT

DOWNTOWN

THE HEART OF BOSTON

Lyrik AT A GLANCE

650K
TOTAL PROJECT SIZE

37K
UNMATCHED
RETAIL SPACE

450K
OFFICE SF
OVER 20 STORIES

399 KEY
HOTEL

CarGurus®



BACK BAY

MASSACHUSETTS AVE

NEWBURY STREET

BOYLSTON STREET

T HYNES CC
STATION

BERKLEE
COLLEGE
OF MUSIC

NORTHEASTERN
UNIVERSITY

FENWAY



**37,000 SF OF
ICONIC, NEW
RETAIL SPACE
ANCHORING
THE BACK BAY**





650K

TOTAL PROJECT SQUARE FEET

OFFICE

450K
SQUARE FEET

20
STORIES


HEADQUARTERS



NORTH AMERICAN
HEADQUARTERS

RETAIL

37K
SQUARE FEET

12
UNITS

HOTEL

150K
SQUARE FEET

399
ROOMS



Lyrik

BACK BAY: IT'S IN THE NUMBERS

\$2 BILLION SPENT
PER YEAR*

WITHIN 2 MILES*

560K
TOTAL POPULATION

774K
EMPLOYEES

49K
BUSINESSES

\$122K
MEDIAN HH INCOME

* SOURCE: ESRI



Lyrik



YOU'RE IN GOOD COMPANY.

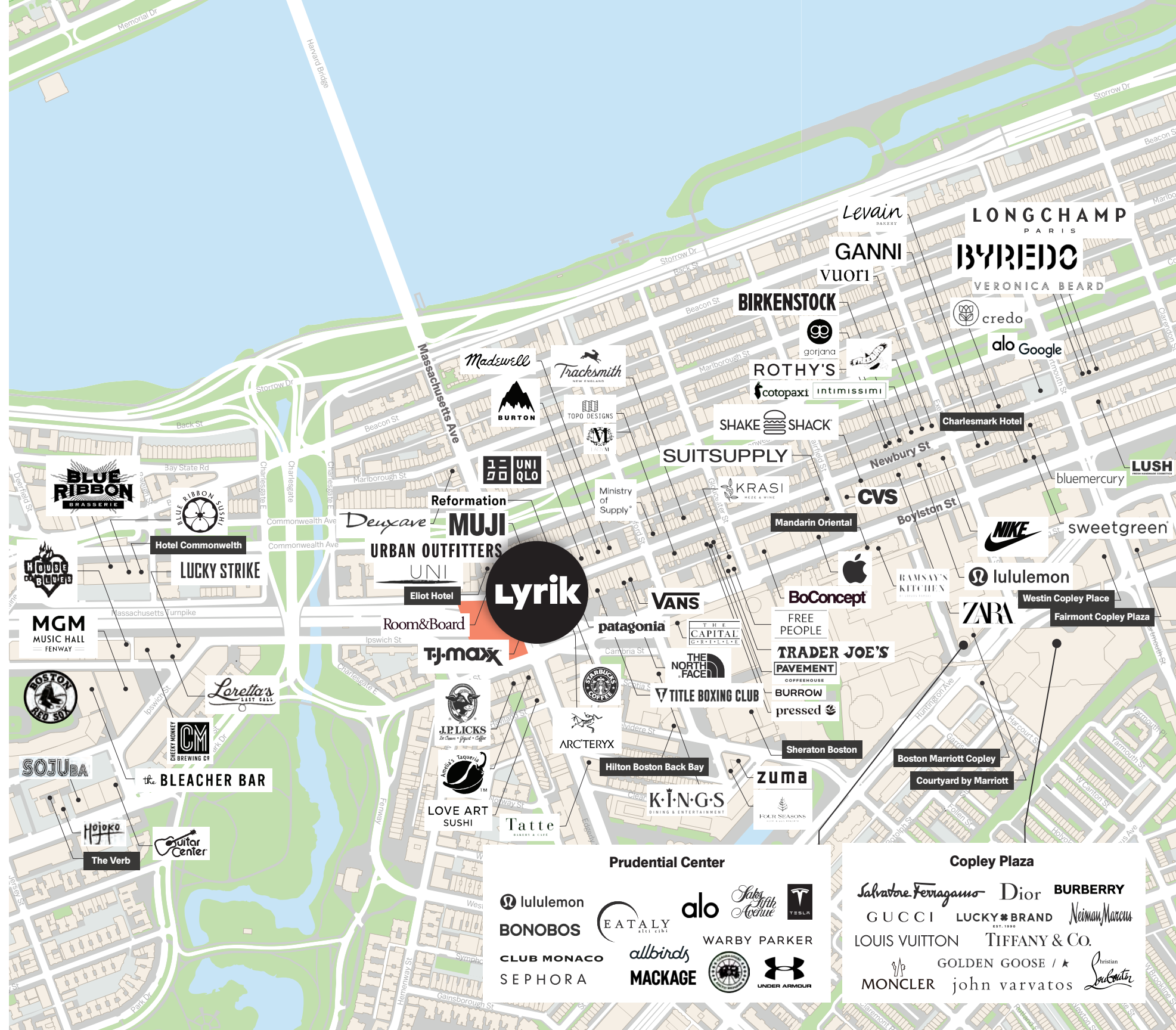
Boston's most iconic and visited shopping destination.

450 SHOPS

200 RESTAURANTS

21 HOTELS

7,600 HOTEL ROOMS



Prudential Center

- lululemon
- BONOBOS
- CLUB MONACO
- SEPHORA
- EATALY
- alo
- allbirds
- MACKAGE
- Jays Flight Avenue
- WARBY PARKER
- UNDER ARMOUR

Copley Plaza

- Salvatore Ferragamo
- GUCCI
- LOUIS VUITTON
- MONCLER
- Dior
- LUCKY*BRAND
- TIFFANY & CO.
- Neiman Marcus
- GOLDEN GOOSE / *
- john varvatos
- BURBERRY
- Neiman Marcus
- Christian Louboutin

Lyrik

BOSTON LOGAN INTERNATIONAL AIRPORT
5.5 MILES

Lyrik

CAMBRIDGE

BACK BAY

HYNES

FENWAY

BOSTON UNIVERSITY



KENMORE

MASS PIKE / I-90

FENWAY PARK

WIDELY CONNECTED. HIGHLY VISITED.

Hynes T stop and dedicated #1 bus stop on site.

99
WALK SCORE

91
BIKE SCORE

94
TRANSIT SCORE

15 MIN
TO LOGAN AIRPORT



Lyrik

BOSTON HOSTS 25M VISITORS ANNUALLY.

And Lyrik is at the center of some of the city's most visited attractions in the Back Bay and Fenway.

FENWAY

450

EVENTS PER YEAR

MGM/ HOUSE
OF BLUES

450

CONCERTS PER YEAR

HYNES

150+

CONVENTION
EVENTS PER YEAR

SYMPHONY
HALL

100

CONCERTS PER YEAR



Lyrik

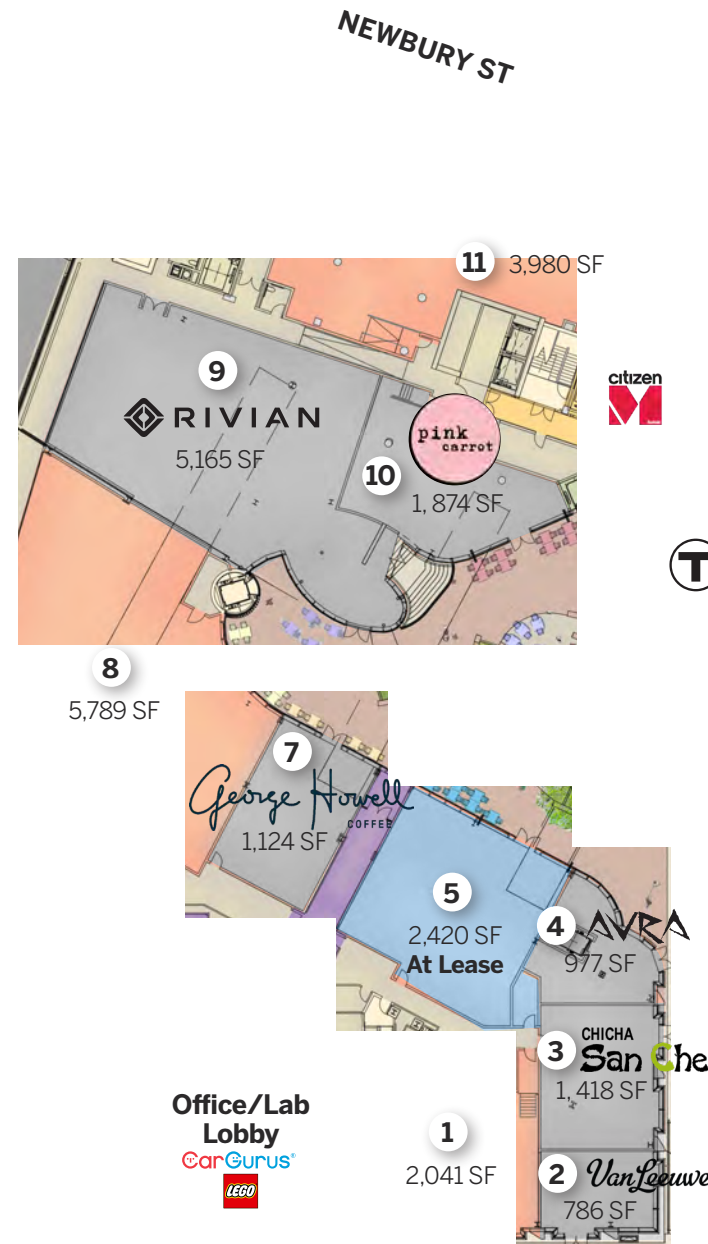


**CULTIVATING
A UNIQUE,
EXCLUSIVE
GROUP OF
FIRST TO
MARKET
AND
BEST OF
BOSTON
RETAILERS.**





MASSPIKE WESTBOUND
 MASSPIKE EASTBOUND
 IPSWICH ST
 MASSACHUSETTS AVE



- Leased
- At Lease
- At LOI
- Available

SPACE	RENTABLE SQUARE FEET (RSF)	APPROX. FRONTAGE (LF)	HEIGHT
Retail 1	2,041	54'	14'-9 1/2"
Retail 2	786	54'	24'-8"
Retail 3	1,418	42'	21'-5"
Retail 4	977	46'	21'-5"
Retail 5	2,420	50'	21'-5"
Retail 7	1,124	30'	21'-5"
Retail 8	5,789	33'	21'-5"
Retail 9	5,165	75'	12'-6" 18'-10"
Retail 10	1,874	56'	19'-6" 21'-8 1/2"
Retail 11	3,980	111'	24'- 3 1/2"

BOYLSTON ST

BOYLSTON ST

Street Level





MASSPIKE WESTBOUND
65,835 ADT

MASSPIKE EASTBOUND
57,020 ADT

NEWBURY ST
8,406 ADT

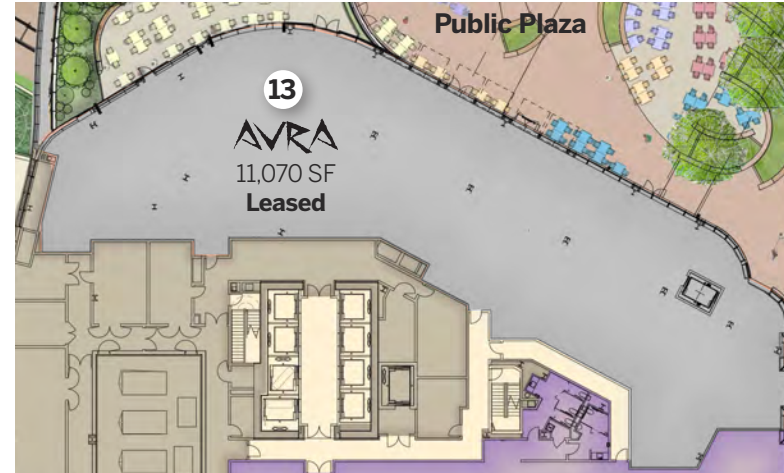


- Leased
- At Lease
- At LOI
- Available

SPACE	RENTABLE SQUARE FEET (RSF)	APPROX. FRONTAGE (LF)	HEIGHT
Retail 13* (L2)	11,070	255'	15'-7 1/2" 17'-4 1/2"

* CONNECTED TO RETAIL 4 (STREET-LEVEL ACCESS)

IPSWICH ST



Office/Lab

MASSACHUSETTS AVE
28,449 ADT

BOYLSTON ST
12,417 ADT

BOYLSTON ST

Second Level



MIRA
estiatorio

PRESTIGES

PRESTIGES

1001

George Howell

U-HOME

RIVIAN

RI

RETAIL 5

2,438 SF

Full-Service Restaurant Opportunity with Dedicated Outdoor Seating and Operable Windows





Lyrik



Book an
R1 demo
drive
RIVIAN

citizen



RETAIL 8

5,789 SF

Retail Space with
Optimal Marketing
Visibility



Lyrik



RIVIAN

UrHOME

AVRA





George Howell
COFFEE

George Howell

U+HOME



RIVIAN

pink
carrot

pink





RETAIL 11

3,980 SF

Flagship Corner
Retail Opportunity





George Howell
COFFEE

citizen
hotels

ARêTe

IPSWICH ST

MASSPIKE EASTBOUND

MASSPIKE WESTBOUND

BOYLSTON ST

NEWBURY ST

citizenM Hotel
14 stories

1001 Boylston
20 stories

MASSACHUSETTS AVE

2

7

1

3

9

7

5

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8

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4

6

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10

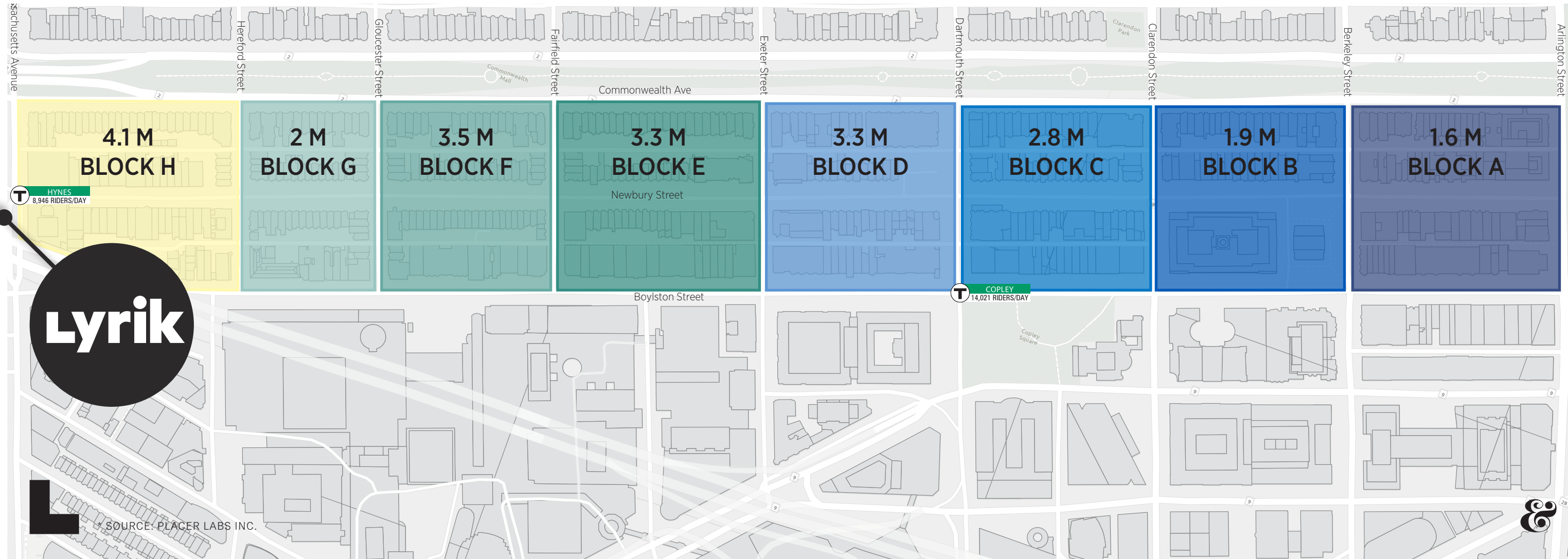
- 1** Significantly improved pedestrian crossing at Newbury Street. Crossing width reduced to 32 feet with added bump-outs for pedestrian queuing
- 2** Relocated MassPike on-ramp creates safer pedestrian conditions
- 3** 15 foot wide sidewalk provides ample room for pedestrians
- 4** New MBTA bus accommodations separated from pedestrian sidewalk
- 5** Extend and reopen underground tunnel provides direct access to Hynes Station
- 6** Creation of dedicated cycle track enhances safety
- 7** New streetscape, public plaza and landscaping enhances pedestrian experience
- 8** Creation of dedicated bus lane
- 9** Improved Mass Ave pedestrian crossing, reduced width by 15 feet
- 10** Uber/Lyft drop off area

New Public Access Plan



LYRIK IS LOCATED ON THE MOST VIBRANT BLOCK OF NEWBURY STREET, ATTRACTING OVER 13 MILLION VISITORS ANNUALLY.

Estimated visits by block (2021-2022)*



* SOURCE: PLACER LABS INC.





**Samuels & Associates
is a mixed-use real
estate development and
management company.**

**We are collaborative community
builders. We engage residents and forge
meaningful relationships as we approach
development from the streetscape up.**

6M
SQUARE FEET
ACQUIRED/
DEVELOPED
IN BOSTON

1.3M
SQUARE FEET
REDEVELOPED/
PRESERVED

30+
YEARS
DEVELOPING
AND MANAGING
IN ALL MAJOR
ASSET CLASSES

20+
YEARS
DEVELOPING
AND MANAGING
IN THE FENWAY



Lyrik

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