



W

297 NEWBURY STREET

BOSTON, MA

Mixed-Use Brownstone



Boston Realty Advisors

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EXECUTIVE SUMMARY

Boston Realty Advisors is pleased to present the rare opportunity to acquire a mixed-use brownstone located along Boston's world-renowned Newbury Street. 297 Newbury consists of approximately 6,976 of square feet of retail and office space ideally situated in the heart of the Back Bay. The property benefits from its proximity to world-class retail and dining, just a short walk to Copley Square, the Boston Public Garden and the MBTA Green Line. 297 Newbury offers a stable income and appreciation potential on one of Boston's most iconic streets.



INVESTMENT HIGHLIGHTS

Superior Market Dynamics

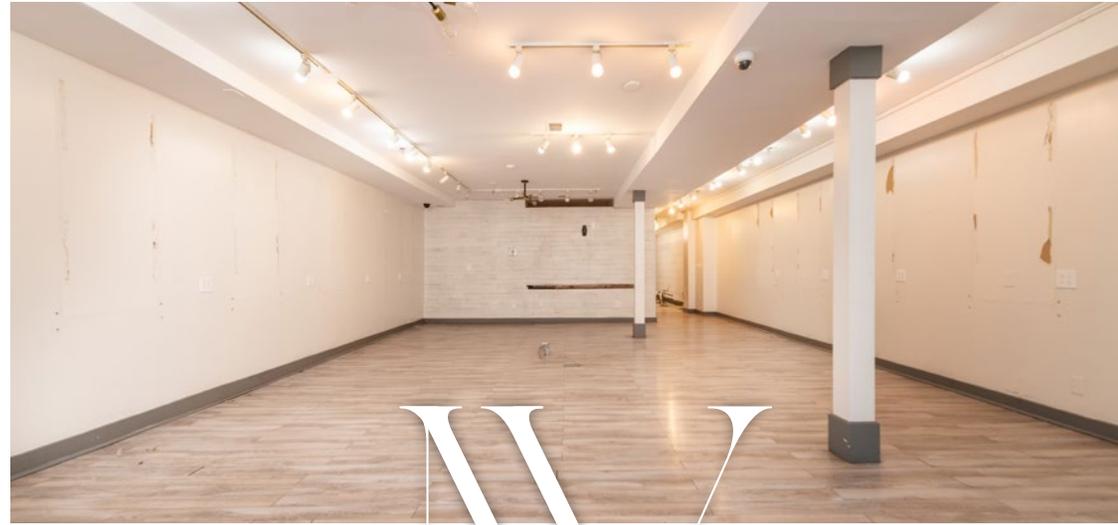
Boston's Back Bay continues to be one of the strongest markets in the city. Home to the city's best restaurants, hotels, shopping, and companies, the area is truly one of Boston's most sought-after submarkets.

Strong Area Amenities

Newbury and Boylston Street are home to world-class shopping and restaurants. Visitors and residents alike have countless options for anything they desire.

Transit Oriented

Located just steps from the Arlington MBTA stop, the property is situated perfectly for those commuting via public transit. Additionally, Newbury Street also has ample street parking, blue bikes, and other commuting options.



5

story brownstone
with office
over retail

Approximately
6,976 SF

of rentable area

75%

leased with upside
potential through
additional leasing

4

off-street
parking spaces

Diverse

tenant mix offering
durable cash flow



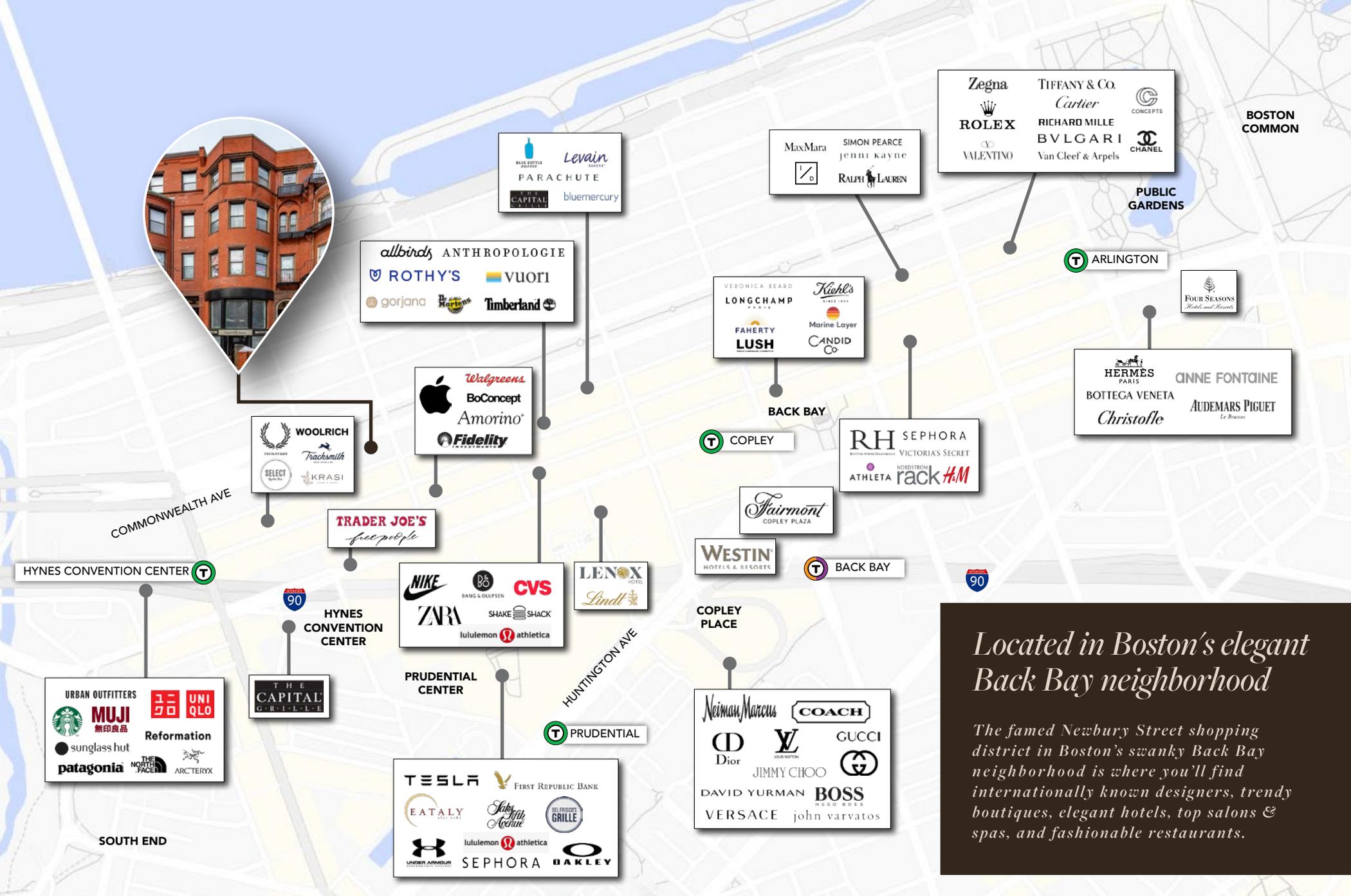
LOCATION

Back Bay sits at the heart of Boston—a neighborhood where historic brownstones line tree-canopied streets and the Charles River frames the skyline. Bounded by the Public Garden to the east and Kenmore Square to the west, it sits at the crossroads of Beacon Hill, the South End, and Fenway, making it the city's cultural and commercial center of gravity. Few neighborhoods balance architectural elegance with urban energy as effortlessly as Back Bay.

24/7 Location

The Back Bay maintains the strongest mix of daytime and nighttime population in Boston making it one of Boston's few true 24/7 submarkets.

- 16 million square feet of office space
- 29 million tourists annually to Boston
- Over 2.6 million square feet of retail



Located in Boston's elegant Back Bay neighborhood

The famed Newbury Street shopping district in Boston's swanky Back Bay neighborhood is where you'll find internationally known designers, trendy boutiques, elegant hotels, top salons & spas, and fashionable restaurants.

Premier RETAIL LOCATION

BOSTON'S MOST *Resilient* OFFICE MICRO-MARKET

Average Asking Rents

~\$89/SF

the highest of any Boston submarket

Availability

~6.7%

exceptionally tight relative to the city overall



Tenant Profile

Creative, professional services, boutique finance, fashion-adjacent, and brand-driven users prioritizing address and character over efficiency.



Asset Type

Predominantly brick-and-beam/Class B+, benefiting from scarcity, walkability, and retail-driven vibrancy.



Market Dynamic

Insulated from Class B softness elsewhere; continues to attract "flight-to-quality" tenants seeking prestige, not scale.

Newbury Street remains Boston's most resilient and supply-constrained office micro-market, commanding the highest asking rents in Boston and maintaining the tightest availability.

DEMOGRAPHICS

Newbury Street is centrally located in Boston's Back Bay neighborhood. It is surrounded by some of the most prestigious living the city has to offer. Long-term fundamentals remain exceptionally strong, with expected multifamily rent growth to be 10%+ in the near term. Strong residential density and sustained demand create multiple value-enhancement pathways for 297 Newbury.



222,019

TOTAL
POPULATION



\$133,905

AVERAGE
HOUSEHOLD INCOME



32,494

TOTAL
BUSINESSES



33

MEDIAN
AGE



15 UNIVERSITIES,
COLLEGES + CULTURAL
INSTITUTIONS



\$4.1B

TOTAL SPECIFIED
CONSUMER
SPENDING



496,452

TOTAL DAYTIME
EMPLOYMENT



20,000+

DAILY
TRAFFIC

TAPESTRY SEGMENTATION

METRO RENTERS

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties.

DORMS TO DIPLOMAS

On their own for the first time. This is the first online generation, having had lifelong use of computers, the Internet, cell phones, and MP3 players.

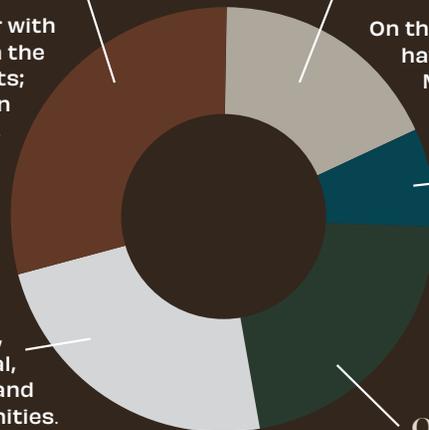
TRENDSETTERS 7.4%

Trendsetters residents live life to its full potential. These educated young singles aren't ready to settle down; they tend to not own homes or vehicles and choose to spend their disposable income on upscale city living and entertainment.

LAPTOPS AND LATTES 23.7%

Laptops and Lattes residents are predominantly single, well-educated professionals in business, finance, legal, computer, and entertainment occupations. They are affluent and partial to city living—and its amenities.

OTHER





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