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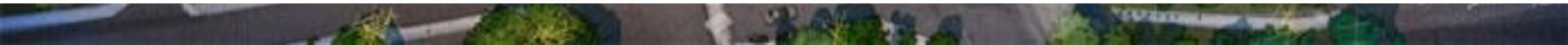
# Boston Real Estate Firm to Co-Develop \$500m New Balance Complex in Brighton





NEW BRIGHTON LANDING, LLC

ELKUS | MANFREDI  
ARCHITECTS



A rendering of the Boston Landing development showing a bird-eye's view of the 14-acre project. *Credit: (New Balance)*

**By Matt Rocheleau**

Boston.com Staff

APRIL 30, 2014 12:12 PM

**B**oston-based real estate company HYM Investment Group, LLC announced today it will co-develop the massive, \$500-million complex in Brighton that local footwear company New Balance began building recently.

The “[Boston Landing](#)” project will create a 1.45 million square foot health and wellness district along Guest Street consisting of a new headquarters for New Balance, a sports complex, hotel and up to three office buildings along with space for retail, restaurant, outdoor recreation and parking.

New Balance is also building a new commuter rail station on the Framingham-Worcester line tracks that abut the 14-acre site and run parallel to the Massachusetts Turnpike.



James Halliday, managing director of NB Development Group, LLC, a subsidiary of New Balance, said his team chose to bring on HYM “because of its direct experience with phased mixed-use sites across the region.”

HYM said it is currently developing a 2.3 million square foot complex on the site of the Government Center Garage as well as a 5.3 million square foot mixed-use project at NorthPoint in East Cambridge.

“We are thrilled to be working with NB Development Group to help develop this area into a vibrant city neighborhood and 21st century destination for area residents and visitors,” said a statement from Thomas N. O’Brien,

HYM's managing director.

The project, which broke ground in September, replaces several run-down warehouse buildings and surface parking lots, next door to New Balance's current headquarters tower.

New Balance officials have said they expect to complete the six-phase project within about a four-year span.

The commuter rail station would open in 2014. The headquarters, sports complex and the hotel are expected to be completed by 2015. The office buildings are expected to be built by 2017.

Elkus Manfredi Architects has led design of the project.

"We view Boston Landing as a transformative opportunity to take largely under-utilized land along the Mass Pike and make it a gem for local residents and the city of Boston through open space and mixed-use development," said a statement from Matt LeBretton, vice president of public affairs for New Balance.

The shoe company has also bought [other property](#) surrounding the ongoing

development in recent months. New Balance [moved](#) its Factory Store to one of those properties, but has not disclosed plans for the other sites.

New Balance officials [announced this week](#) the company expects to get a major boost in sales because of a new Pentagon policy to provide military recruits with sneakers that meet certain federal requirements, which few other companies make.

*Matt Rocheleau can be reached at [matthew.rocheleau@globe.com](mailto:matthew.rocheleau@globe.com). Follow him on Twitter [@mrochele](#).*



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## Holder: Subtle Racism Worse Than Bigoted Outbursts

Attorney General Eric Holder says subtle, institutionalized racism has a more





“pernicious” effect than the occasional bigoted outburst.

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## Harvard Prof. Henry Louis Gates Gets Unreal Housing Perks From NYU

Harvard University professor Henry Louis Gates, Jr.’s side gig as a consultant to New York University has apparently won him some enviable New York City housing benefits.

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## Three Injured in Fitchburg Shooting



Three people were shot at KC’s Pub on River Street in Fitchburg after midnight Saturday, NECN reports.

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## Boston Celtics Owners Invest in Skateboard League

There might not be many obvious similarities between high-tech electric car racing and some dude in a hoodie riding a skateboard.

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## BDC Now - Weekend Event Picks



Looking for something to do this weekend? Check out some events that include plenty of wine, a chance to meet some Red Sox players, a burger bash, and more. Watch BDC Weekend with Jenny Johnson.





## US Ordered Not to Force Feed Guantanamo Prisoner

A federal judge in Washington ordered the U.S. military on Friday to at least temporarily stop force-feeding a hunger striking prisoner at the Guantanamo Bay naval base.

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## Genetically Modified Foods Confuse Consumers



Genetically modified foods have been around for years, but most people in the United States have no idea if they are eating them.

Food and dining  2 hours ago  Share

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## Vt. Sex Offender Faces Sentencing in Niece's Killing



A convicted sex offender who killed his 12-year-old niece after luring her to his house with a ruse about a pool party is due to be formally sentenced to life without the possibility of parole.

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## Hike with Caution at White Mountains


Campgrounds in New Hampshire's White Mountain National Forest are open, but the Forest Service is warning people that some areas still have snow, and spring melt-off can lead to some slippery footing.

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## Will Connecticut Schools Ban Chocolate Milk?



Connecticut lawmakers moved forward this week on a new nutrition bill that could remove chocolate milk from public schools.

Health  3 hours ago  Share



## Lacrosse Team Honors Fallen Officer and Coach



The girls lacrosse team at Exeter High School is honoring their late coach Stephen Arkell, a New Hampshire police officer who was killed in the line of duty.

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## Celebrating 10 Years of Gay Marriage

On May 17, 2004, Massachusetts offered the first marriage licenses to same-sex couples. We asked five couples to talk about what they've learned about themselves and their relationships over the past decade.

Life  3 hours ago  Share



## 10 Parting Shots at SNL Heading Into The Season



## Finale

Here are "10 Parting Shots at SNL" as the show's 39th season comes to a close Saturday night with Andy Samberg as host.

Obnoxious Boston Fan  4 hours ago  Share

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## Environmentalists in Portland Oppose Tar Sands Oil

Environmentalists will rally at the Deering Oaks Park bandshell in Portland to oppose the Keystone XL oil pipeline and the shipping of tar sands oil through Maine.

News  4 hours ago  Share



## Broke Beats: F.Stokes – 'Liquor Sto' Diaries'



Broke Beats is BDCwire's open-source hip-hop column. Every Saturday, we showcase the best new albums, EPs, and mixtapes available for free stream or download. The Midwest has long been a stronghold for spirited rappers and producers who haven't quite pierced the East Coast market. F.Stokes is among the most fearless of of these artists, and the... [Read more »](#)

BDCWire  4 hours ago  Share



## Oprah's Network Postpones Sam Documentary



The planned documentary by the Oprah Winfrey Network on Michael Sam, the NFL's first openly gay player, has been postponed.

Sports  4 hours ago  Share



## Woman Falls Down Elevator Shaft at Fenway Park

A 22-year-old woman is hospitalized after falling down an elevator shaft at Fenway Park Friday during a Red Sox game, according to the Boston Fire Department.

News  5 hours ago  Share



## Obama, Congress Move to Address Veterans Affairs



## Firestorm



The Obama administration and Congress are moving quickly to respond to a growing political firestorm over allegations of treatment delays and falsified records at veterans hospitals nationwide.

Business  5 hours ago  Share





## Conn. Exhibit Looks at Benedict Arnold as Hero

A new exhibit on display at the Slater Memorial Museum is the latest effort to bring heightened visibility to a subject Norwich has deliberately ignored for centuries.

Travel  5 hours ago  Share

## Testing Inconclusive, Suspected Bobcat Returned

A judge has returned a 38-pound feline to a New Jersey woman after DNA testing couldn't conclusively say whether it was a purebred bobcat.

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## Clearing This Afternoon with Sunshine for Sunday

Weather Wisdom  6 hours ago  Share



## Nissan's Taxi of Tomorrow Hoping for a Fare Future

Members of the New England Motor Press Association had the dual experiences of driving and riding in this Taxi of Tomorrow when Nissan brought a pair of the hackney versions of its NV200 van to town.



Cars  12 hours ago  Share



## Teen's Arm Reattached After Pasta Accident





Four surgeries later, 17-year-old Brett Bouchard can move his arm after it was severed below the elbow.

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## Red Sox Fall to Tigers, 1-0, Back Under .500

The loss drops the Sox back below .500, at 20-21, and 10-12 at home.

Extra Bases  13 hours ago  Share

## North Reading Man Busted Allegedly Selling Drugs Out of Restaurant

Richard "Ricky" Ward faces a number of drug charges following a six-month investigation by police.

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