



City **BOSTON**

TOP STORIES

Search Curbed Boston



DEBUTS

Meet 740 Tremont, the South End's Old New Hope Church



PRICECHOPPER

One of Boston's Biggest Dining Rooms Really Wants Guests



CONSTRUCTION WATCH

Sausage Parcel Back on the Grill! 399 Congress as Apartments

BATES BY THE NUMBERS

Boston Real Estate's Field of Dreams

Wednesday, April 3, 2013, by [Tom Acitelli](#)

*Here is the latest installment of Bates By the Numbers, a weekly feature by broker **David Bates** that drills down into the Hub's housing market to uncover those trends you would not otherwise see. This week, he gets an idea from baseball's Opening Day. (Last week, [he deep-dove into the region's ultra-luxury market and came up with mind-blowing stats.](#))*

SIGN UP FOR OUR NEWSLETTER

Your email here

GO

Boston REAL ESTATE LISTINGS





[Photo by Jonathan Berk]

If I was going to field a Boston real estate team this spring, I would probably have Bruce Percelay of the **Mount Vernon Company** hit in the lead-off position. His Brainerd Road developments show he not only knows how to get on base ("The Element"), but how to quickly get to second ("The Edge"), third ("The Icon") and beyond (The Matrix, The Metro, The Getaway). Also, [dubbing the area the "Green District"](#) demonstrates that Bruce knows how to look at a lot of pitches and wait for the right one to hit out of the park.

Batting second, I would platoon the developers of "micro-apartments," also known as "innovation units," like the **Hanover Company**, [which is putting 50 innovation units in its development at Pier 4](#). These developments are clearly "singles" hitters.

In the heart of the order, I'd have Boston's real estate "money" players.

In the three hole, **AvalonBay**, which long ago acquired the iconic Prudential apartment buildings, but whose Boston hits keep coming with, among other projects, 187 units at Avalon Exeter, 494 units at 45 Stuart Street, and [the proposed 503-unit, 38-story tower by TD Garden](#).

Batting clean-up, **Millennium Partners**. It doesn't seem to matter how nasty

160-164 CANAL STREET

205 PORTLAND STREET

239 CAUSEWAY

98 NORTH WASHINGTON STREET

BATES BY THE NUMBERS

BULFINCH TRIANGLE

FENWAY TRIANGLE

MILLENNIUM PLACE

MILLENNIUM TOWER

NORTHPOINT

COMMENTS

Like

4

CURBED'S GUIDE TO BUYING AND RENTING



Curbed University delivers insider tips and non-boring advice on how to buy or rent a house or apartment.

- [Curbed's Guide to Buying in Boston](#)
- [Big Questions—and Answers!—on Buying](#)
- [Here's the Lowdown on Mortgages](#)
- [Look Out for Listings Red Flags](#)
- [Closing the Deal](#)
- [Curbed's Guide to Renting in Boston](#)
- [Curbed's Guide to Neighborhoods in Boston](#)

FOLLOW CURBED BOSTON

NEWS BY NEIGHBORHOOD

Allston

Area 4

Arlington

Back Bay

Bay Village

Beacon Hill

Brighton

Brookline

Cambridge

Cambridgeport

Charlestown

Chelsea

the pitch is, Millennium tries for a home run every swing. Throw them a "combat zone" and they will hit it into a Ritz-Carlton. Change it up with a recession, and [they'll knock in 130 sales at Millennium Place](#). Give them a screwball, like a "neglected" part of town, and [they'll build Boston's fourth-tallest building](#), Millennium Tower, housing nearly 500 luxury condominiums, luxury apartments and more.

In the five spot, I'd put [Cambridge's NorthPoint developer HYM Investment Group LLC](#). They have more than 5 million square feet of Cambridge development rights and they are also developing Waterside Place, 236 units in the Seaport District.

Batting sixth, **New England Development**, because a lot of residential projects want the allure of retail and nobody can match their retail track record.

Batting seventh, future Boston real estate hall of famer Harold Brown, chairman and C.E.O. apartment-landlord the **Hamilton Company**.

Batting eighth, David Zussman from the **Boston Development Group**, a five-tool player (apartments, condominiums, retail, office, and medical) who can hit for power in Brookline-Brighton (the Merano project) or the Bulfinch Triangle (98 North Washington, 205 Portland, 239 Causeway, 160-164 Canal Street).

At the bottom of the order and out in left field, **Mack-Cali Realty's** Roseland subsidiary, the company behind the luxury apartment development [known as Portside at Pier One in East Boston](#).

Tom Menino would be my starting pitcher because his administration [has given dozens of projects the green light](#), the key to winning in real estate.

My closer, **Samuels & Associates**. This company throws heat! They struck out the side with development of the Fenway Triangle and mowed down the competition in [winning the rights to develop Parcel 15](#), the air rights bordering Back Bay, just after Massachusetts Avenue.

My utility player is Jackie Bradley Jr. Granted he has no professional real estate experience, but you can just see that he has tons of potential.

My team is ready. Let the real estate season begin!

- [Inside the First Shoot of Allston's Green District](#) [Curbed Boston]
- [Pier 4: the 50 Innovation Units and Their Pals Just the Beginning](#) [Curbed

Chinatown
Dorchester
Downtown
Downtown Crossing
East Boston
East Cambridge
Everett
Fenway
Financial District
Fort Point
Hyde Park
Jamaica Plain
Kenmore
Leather District
Mattapan
Medford
Milton
Mission Hill
Newton
North End
Quincy
Roslindale
Roxbury
Seaport District
Somerville
South Boston
South End
Theater District
Watertown
West Cambridge
West End
West Roxbury

CURBED TIPLINE

boston@curbed.com

Boston]

- [38-Story Plan Latest Twist in West End Garden Party](#) [Curbed Boston]
- [Ladies and Gentlemen, the Millennium Tower](#) [Curbed Boston]
- [Millennium Pace: Downtown Boston's Hottest-Selling Condo](#) [Curbed Boston]
- [NorthPoint to Plunk Its First Spire on Cambridge Skyline](#) [Curbed Boston]
- [Eastie's Portside at Pier One Gets Under Way](#) [Curbed Boston]
- [Mayor Menino's Greatest Real Estate Hits](#) [Curbed Boston]
- [The Battle for Back Bay's Border Has Been Won](#) [Curbed Boston]
- [Our Bates By the Numbers](#) archive [Curbed Boston]

RELATED LINKS



Boston's Real Estate Cliff



by Taboola

POST A COMMENT

POST COMMENT

[Comments feed](#)

[Register as a commenter](#)

[Log in](#)

MONTHLY ARCHIVES

Select month... All archives

FROM OUR PARTNERS

Secrets, Steals, and Style

The Elements of a Perfectly Styled Coffee Table

Usher in Creativity With These Unique Escort-Card Ideas

Kermit Was Wrong - It's Pretty Easy Being Green

PREFERENCES

Open external links in new tabs?

[↑ Back to top](#)

[← Previous: Trends](#)

[→ Next: Adele Wire](#)

RACKED BOSTON



CHARITABLE BUYS

UPDATED: How to Benefit Bomb Victims and Other Retail News

EATER BOSTON



MARATHON AFTERMATH

Updated: Restaurants Respond to Marathon Bombings

CURBED SKI



CH-CH-CH-CHANGES

Musical Chairs: Big Sky Businesses Swap Spaces

SIGN UP FOR OUR NEWSLETTER

Get daily updates and breaking news alerts from Curbed Boston delivered straight to your inbox:

GO

Curbed National
Curbed Atlanta
Curbed Boston
Curbed Cape Cod
Curbed Chicago
Curbed DC
Curbed Detroit
Curbed Hamptons
Curbed LA
Curbed Miami
Curbed NY
Curbed Philly
Curbed Seattle
Curbed Ski
Curbed SF

Eater National
Eater Austin
Eater Atlanta
Eater Boston
Eater Charleston
Eater Chicago
Eater Dallas
Eater DC
Eater Denver
Eater Houston
Eater LA
Eater Louisville
Eater Maine
Eater Miami
Eater Minneapolis
Eater NOLA
Eater NY
Eater PDX
Eater Philly

Racked National
Racked Boston
Racked Chicago
Racked LA
Racked NY
Racked Philly
Racked SF

About Curbed Boston
Curbed app for iPhone
Privacy policy
Terms of service
Contest rules
Advertising
Jobs



Eater Seattle
Eater SF
Eater San Diego
Eater Vegas