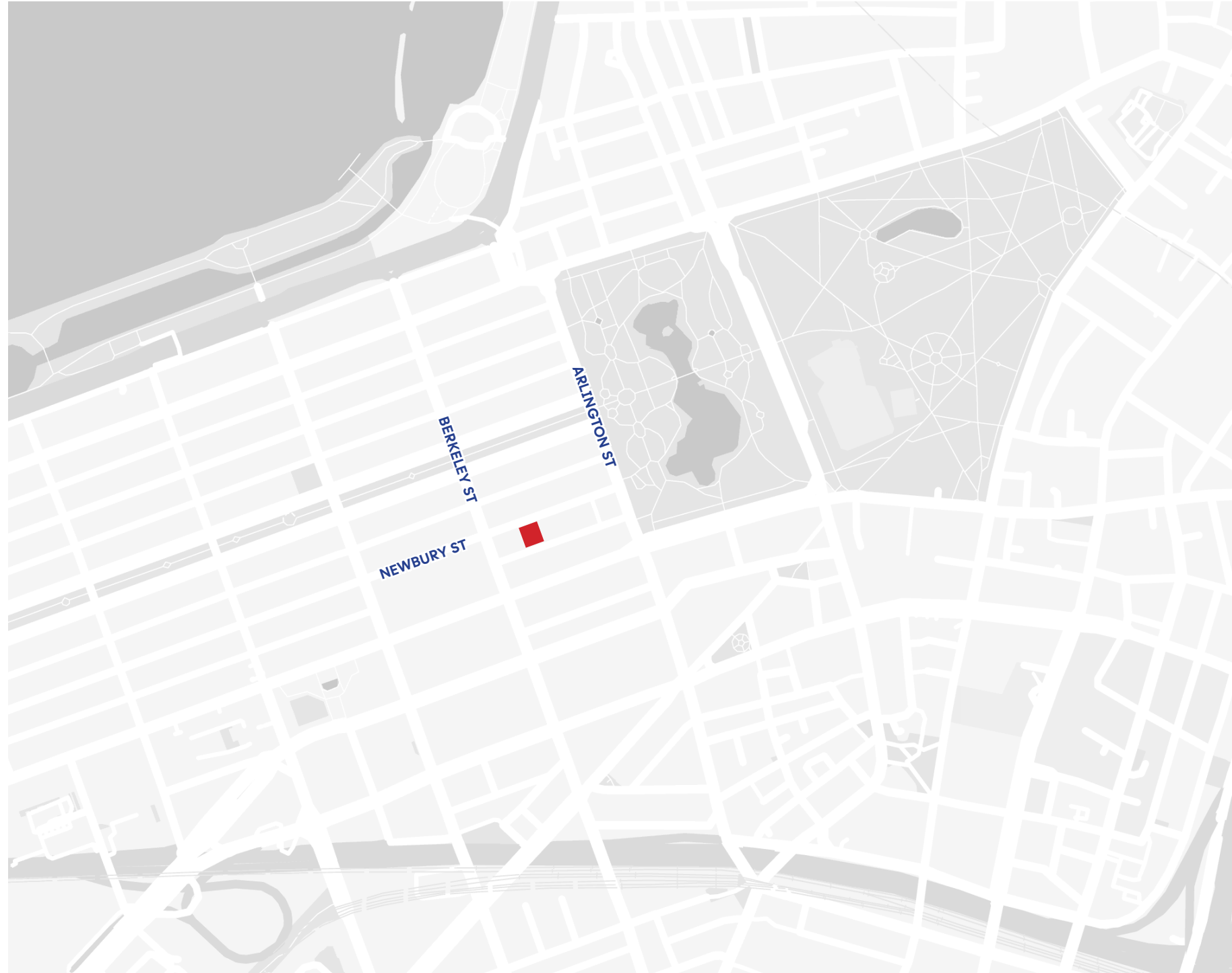




**PROPOSED HUBLOT + BREITLING FLAGSHIP STORES**  
PROPOSED STOREFRONT DESIGN PACKAGE  
PREPARED FOR  
THE BOSTON LANDMARKS COMMISSION | BBAC  
30-32 Newbury Street | Boston, Massachusetts | USA

September 20, 2022



**PROPOSED PROJECT LOCATION**

**PROPOSED PROJECT DESCRIPTION:**

The proposed project scope would entail the removal of the existing ground floor storefront infill that was completed in the 1970's or 1980's. This stone infill is not original to the building. The existing storefronts do not have any design consistency or align with the esthetics of the adjacent storefronts along the first block of Newbury Street.

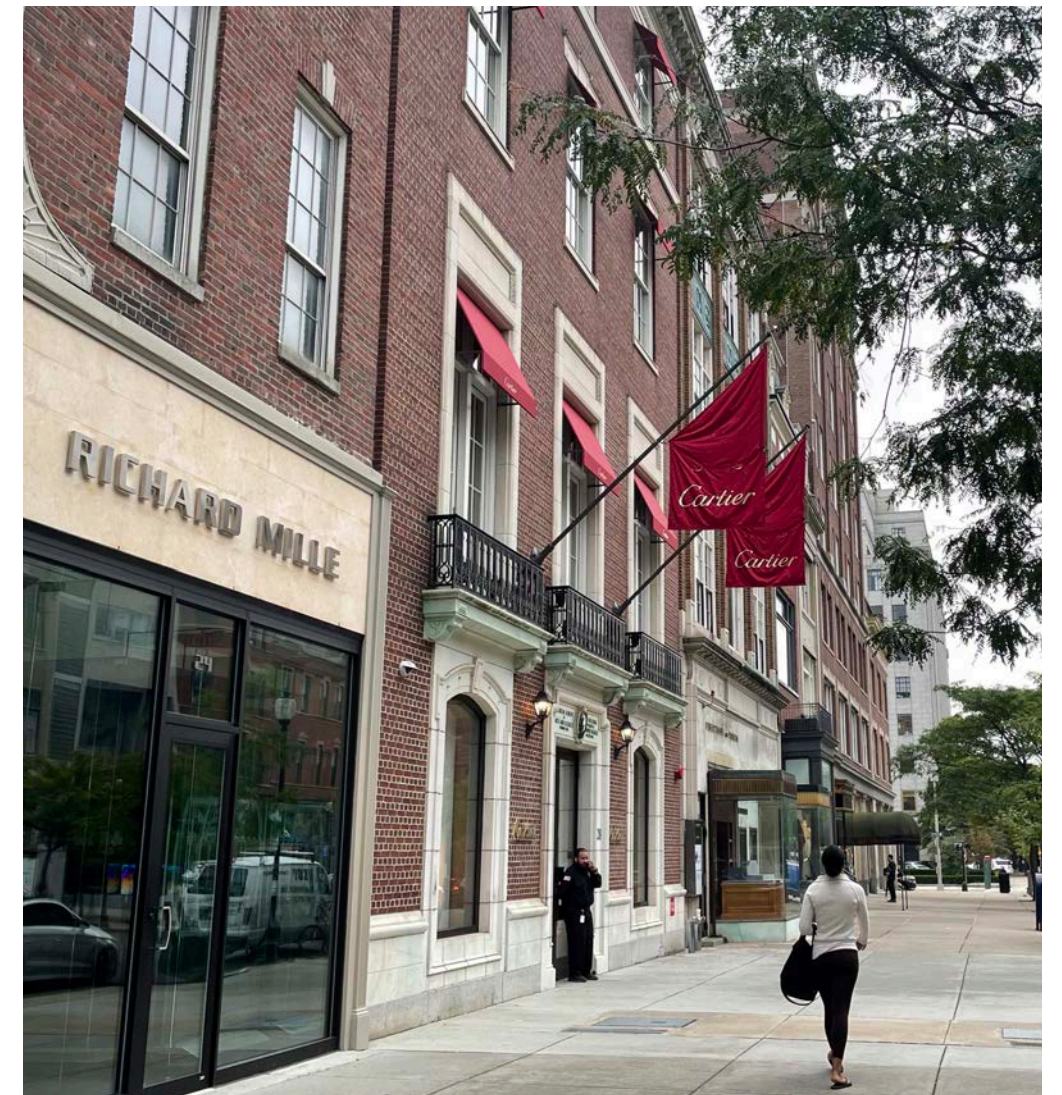
Our proposal would not only activate these long vacant storefronts, but also create better synergy between the ground floor and the rest of the facade in the end providing a first class pedestrian and customer experience.

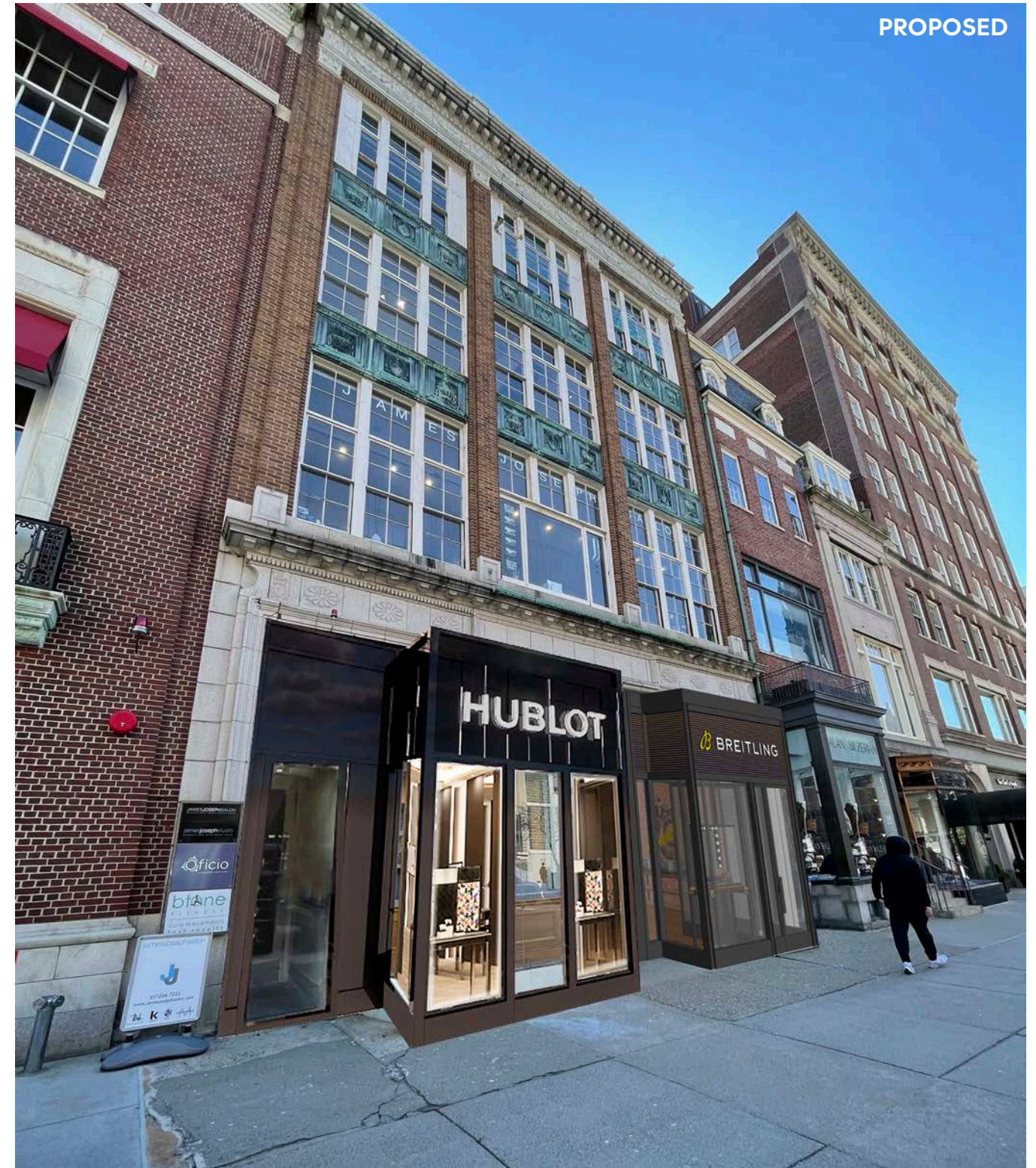


**30-32 NEWBURY STREET**



**REPRESENTATIVE PHOTOS OF NEARBY STOREFRONTS**







**PROPOSED STOREFRONT WITH BRAND FLAGS**

Protect original building  
stonework during  
construction

Demolish non-original  
stone infill

Demolish mismatched  
storefronts

Demolish all mismatched  
building entry doors



Clean, repoint, repair existing stone surround as part of this project

New full height store-front design consistent across entire facade

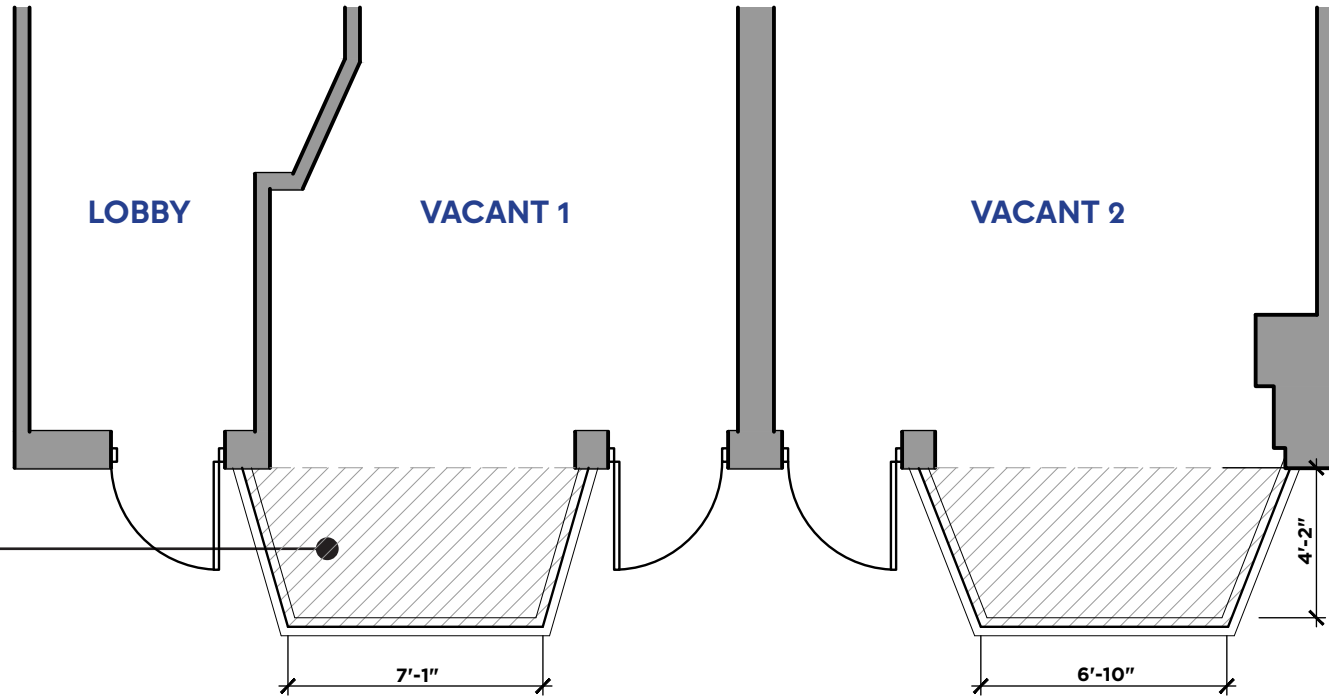
Brand specific store-front bands with tenant signage

Low iron glass storefronts for higher visibility into tenant spaces

Facade proportions re-balanced as part of this project



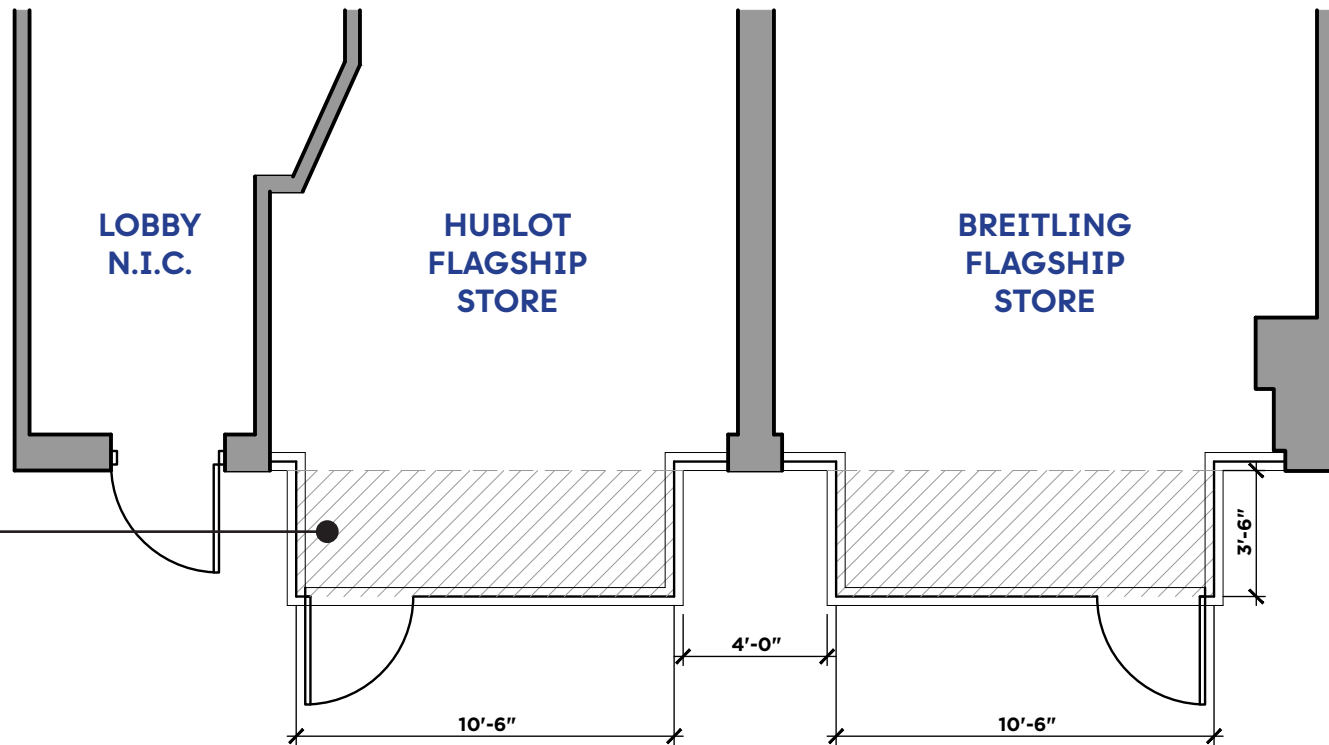
PROPOSED ELEVATION



Existing project square footages:  
 $36.9 \text{ SF} + 38.0 \text{ SF} =$   
**74.9 SF**

**EXISTING PLAN**

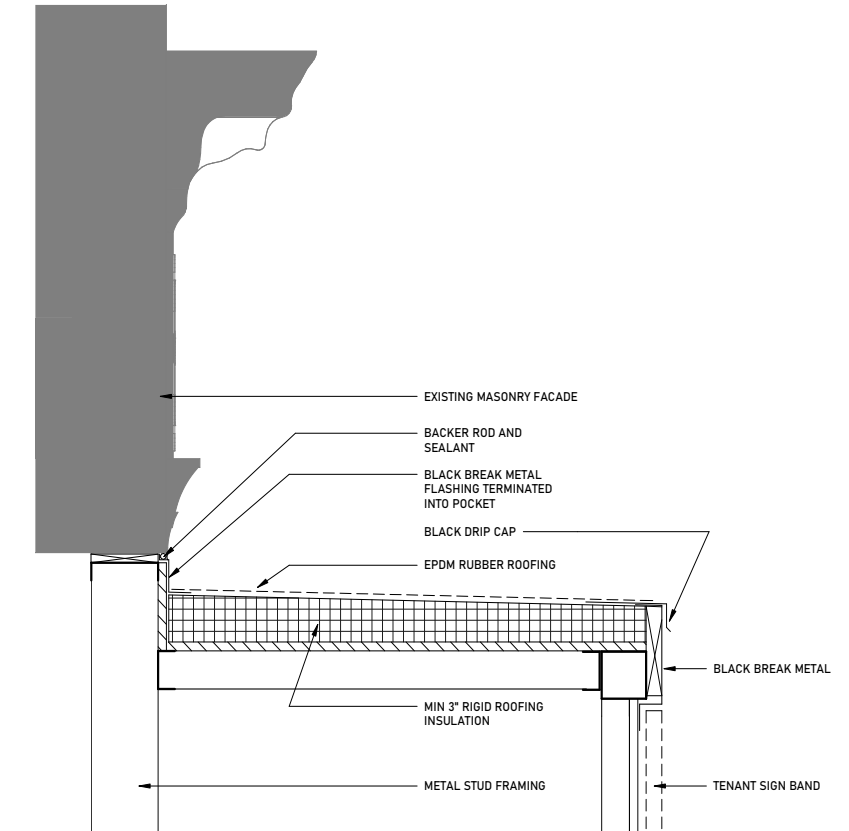
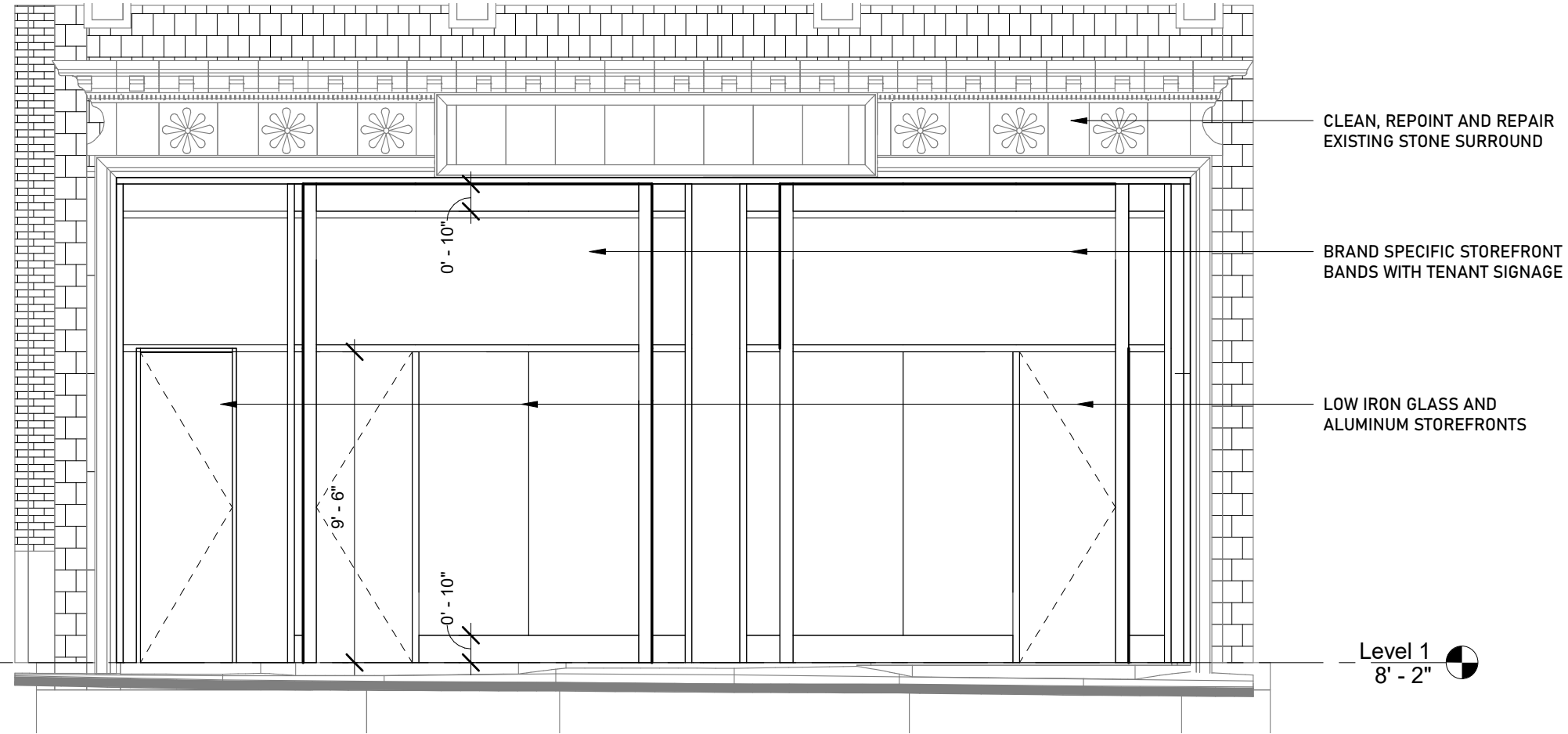
\* The proposed project would not increase the existing square footage of the building.



Proposed project square footages:  
 $36.7 \text{ SF} + 36.7 \text{ SF} =$   
**73.4 SF**

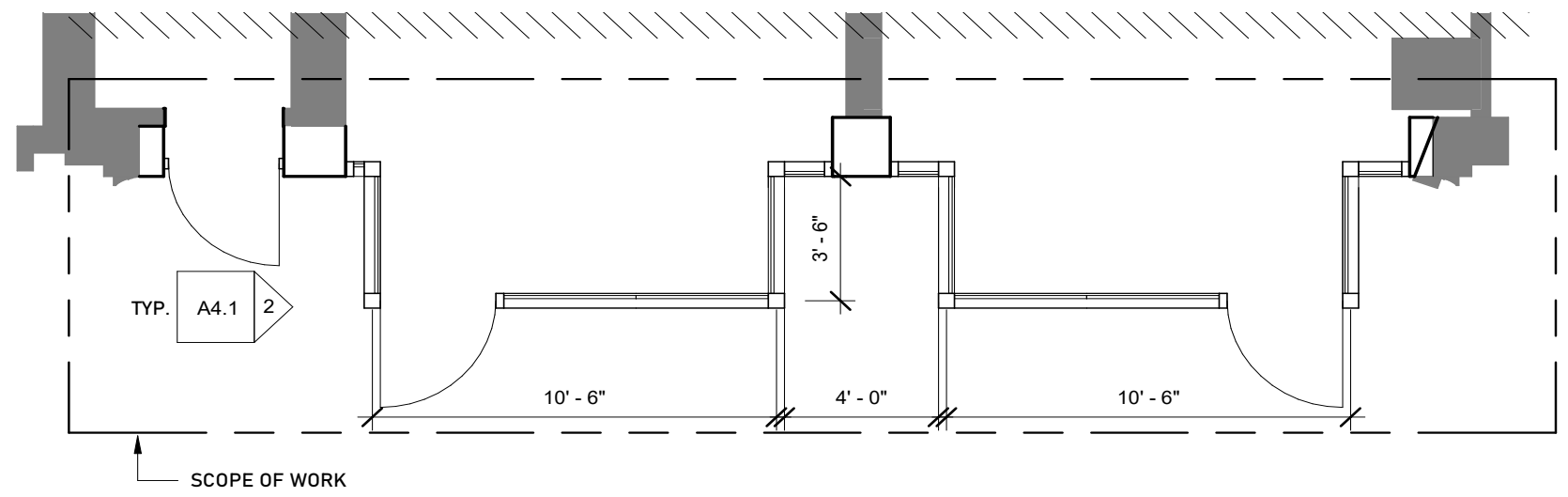
**PROPOSED PLAN**





**SECTION AT BAY WINDOW ROOF**

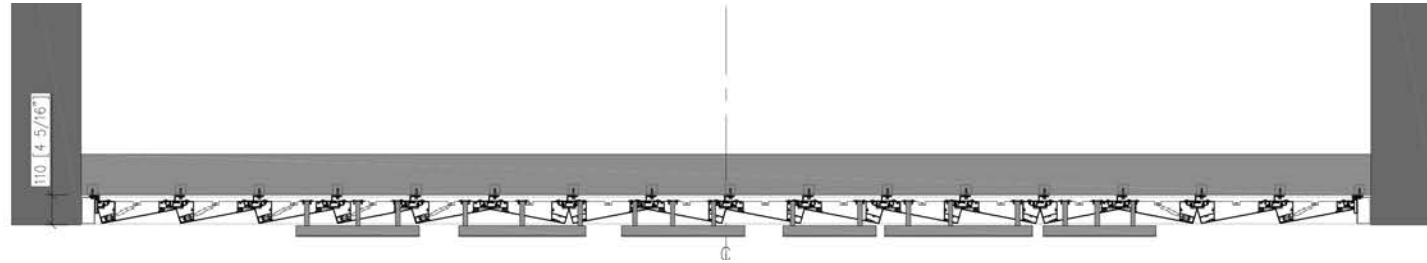
**PARTIAL ELEVATION AT NEW STOREFRONTS**



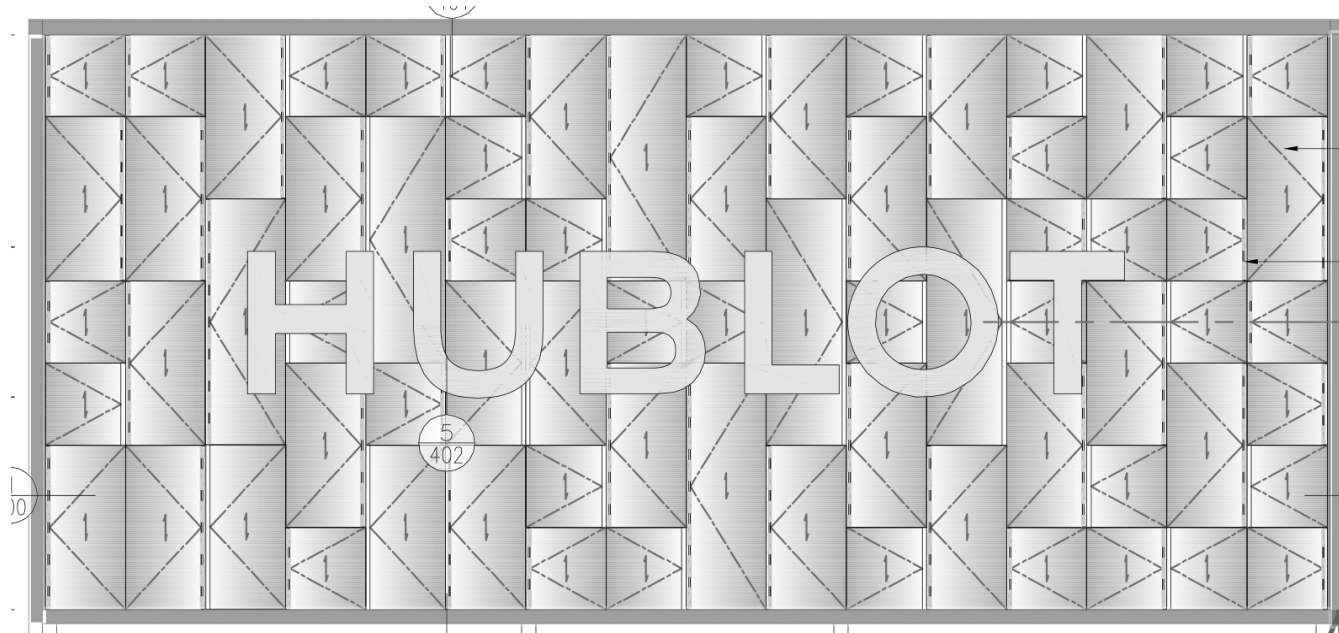
**ENLARGED PLAN AT NEW STOREFRONTS**



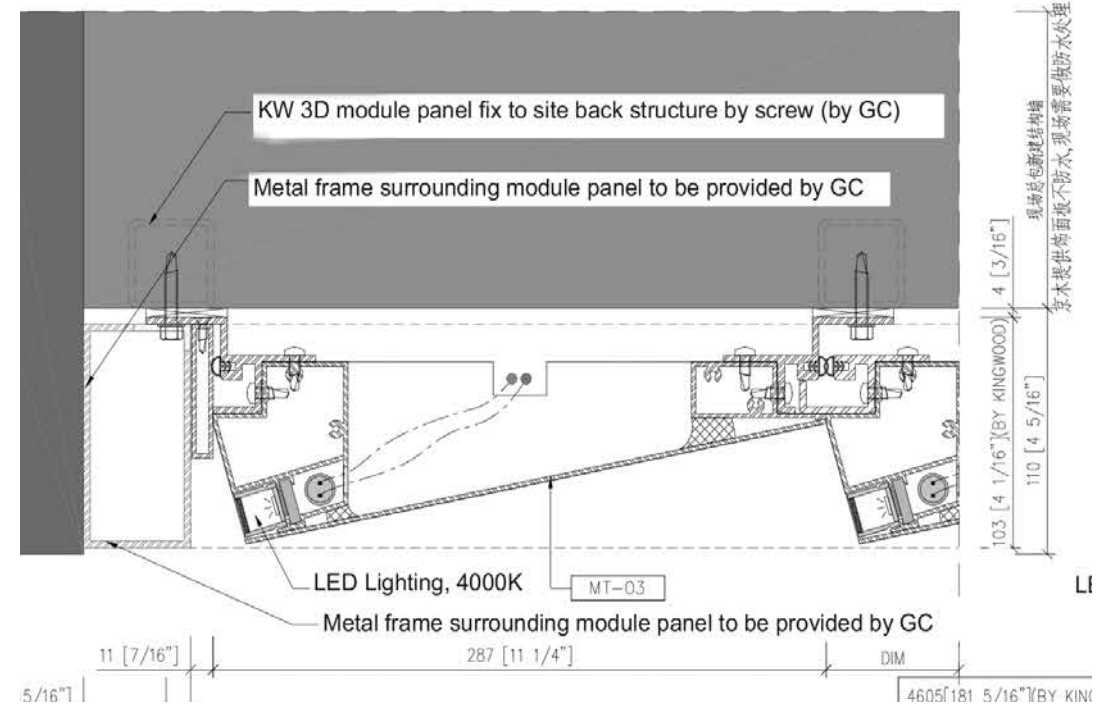
**REPRESENTATIVE HUBLOT + BREITLING STOREFRONTS**



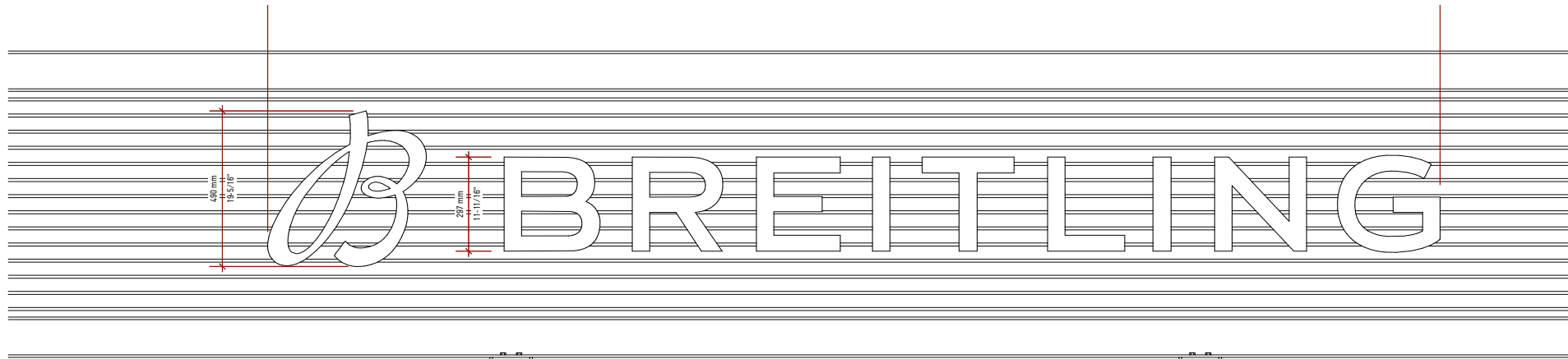
**ENLARGED HUBLLOT SIGN BAND PLAN**



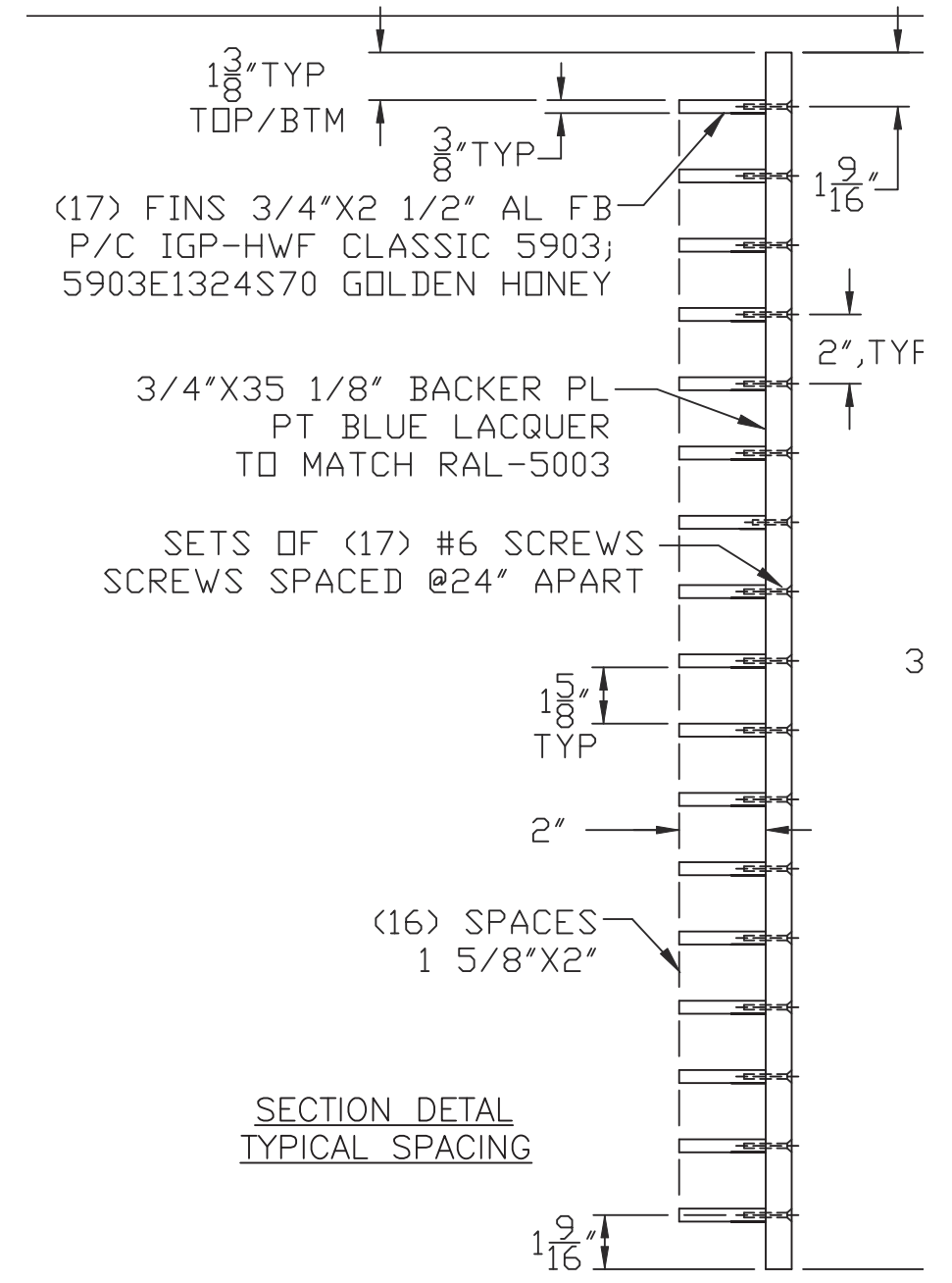
**ENLARGED HUBLLOT SIGN BAND ELEVATION**



**TYPICAL HUBLLOT SIGN BAND MODULE**



**ENLARGED BREITLING SIGN BAND ELEVATION**



**ENLARGED BREITLING SIGN BAND SECTION**



PO BOX 990227 BOSTON MA 02199

---

[info@bostonurban.com](mailto:info@bostonurban.com) • [617.274.4900](tel:617.274.4900) • [bostonurban.com](http://bostonurban.com)

NOTICE: This document is only for the use of the intended recipient and may contain information that is PRIVILEGED and/or CONFIDENTIAL from Boston Urban LLC. If you are not the intended recipient, you are hereby notified that any use, dissemination, disclosure or copying of this communications is strictly prohibited and this document must be deleted immediately. No representation or warranty, expressed or implied, is made as to the accuracy of any of the information, projections or conclusions contained herein, and the same is submitted subject to errors and omissions, without any obligation to update or correct, and subject to change of price, rental or other conditions, withdrawal without notice, and to any special listing conditions imposed by our principals.