

**Address**

Bay Colony Corporate Center  
Waltham, Massachusetts

**Square Footage Leased**

221,000 RSF

**The Building**

Bay Colony Corporate Center, located on a hillside overlooking the Cambridge Reservoir, is regarded as the premier office park in suburban Boston.

The 58-acre site, which is located on Route 128 and is 10 miles from downtown Boston, is a four-building complex totalling 980,000 SF.

**The Strategy**

- “Create Momentum”
- Be an advocate for Broadway Partners and Bay Colony Corporate Center
- Renew existing, high-profile credit tenants
- Lease vacant space

**Tactical Recommendations**

- Capital program of \$1.2M for cosmetic property upgrades
  - Tree removal – enhance water views
  - Vacant space improvements
  - Lobby upgrades at 950 Winter Street
  - Re-furbish exterior signage
  - New cafeteria vendor
  - Upgraded cafeterias (flat screen TVs, furniture, outside grills and seating)
- New Broker strategy campaign
  - New pricing
  - Individual broker lunches
  - Broker event
  - Email deal announcements
  - Broadway sponsorship of CBA dinner

**The Results**

**March 2008-March 2009**

- In the past 12 months completed 14 transactions (renewals/new leases) totaling 221,000 SF

**Key Tenant Renewals:**

