

# Project to bring more residents to South End

*\$27.5 million residential-business plan will create 115 housing units*

The thriving South End commercial strip will get an infusion of housing and street level businesses in a project unveiled Thursday by developer David Furman and Crosland.

The \$27.5 million, 175,000 square foot project will include 115 residential units - 25 percent of which will sell for less than \$100,000 - and cover three acres on South Boulevard across from SouthEnd Brewery.

"This will bring more residents to South End, and more people living there is what makes everything else go," Furman said.

In addition, he said, The Village of Southend will perpetuate the redevelopment momentum along the strip of South Boulevard from uptown to Ideal Way and help bridge South End with the Dilworth neighborhood.

Furman's Boulevard Centro plans four "communities," each featuring different designs, sizes and price ranges. Each community faces one of the streets bounding the village: South

## DEVELOPMENT



**Doug Smith**

Boulevard, Magnolia Avenue, McDonald Avenue and Euclid Avenue.

The Village of Southend will be one of the largest condo projects ever announced for the inner city.

The site was assembled three years ago by Jim McCurry of McCurry Properties and Bob Langford. The original emphasis was on upscale retail and offices with 38 Boulevard Centro condos.

"We hit a timing problem - the office market was weakening when we were trying to get it started," McCurry said. "Now there's a greater emphasis on condos and a minimum amount of office space."

He said the shift in strategy will enable him to renovate for commercial use a 9,000 square foot building that would have been demolished for parking across McDonald from the



RENDERING COURTESY OF DAVID FURMAN ARCHITECTURE

Magnolia Court condos in The Village of Southend will be priced from \$89,000 to the mid - \$130,000s.

village.

"The silver lining in the cloud is the residential market remains strong," McCurry said. "Boulevard Centro and Furman Architecture have a unique specialty in creating super-hip condos and lofts on very tight urban sites."

Furman's other projects include Gateway Lofts in Third Ward and Skyline Terrace and four others in First Ward.

The Village of Southend condos will wrap around a 144 space parking deck, likely to be started in November. Condo construction probably could start in early spring, and the first units could be completed by late next year.

Crosland will renovate an 8,000 square foot 1940's

industrial building for commercial use and add 7,000 square feet, including mezzanine space and an adjoining three story building.

Eric Vargosko, vice president of Crosland's office and industrial division, is quoting a \$25-a-square-foot lease rate for commercial space in the complex, designed by MWT Architects.

In addition, Crosland will sell about 6,500 square feet of commercial condo space included in the village's residential building for about \$200 a square foot.