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Converse Hits Waterfront

A **Related Cos.** mixed-use development in Boston is jumping ahead, thanks to Converse Inc. The **Nike** Inc. subsidiary announced Tuesday that it would move its headquarters to a development being built by Related and **Beal Cos.** on the Boston waterfront.

The project on Lovejoy Wharf near Boston's North Station will include about 225,000 square feet of office space and about 100 apartment units in a later phase. Related and Beal in December closed on the \$22.5 million purchase of the site and hope to complete the project in 2015.

Other developers, though, had similar dreams. The site has traded hands multiple times since the downturn hit. Related and Beal began negotiating to buy the site this summer, and then pursued Converse once the purchase seemed in-hand, according to Justin Metz, a Related executive.

This isn't Related's first fashion-industry boost. Its first tower on a project planned for Manhattan's West Side snared Coach Inc. as a tenant.

— *Eliot Brown*