



# Noannet Group, Saunders Hotel and Cain International commence sales of Raffles Back Bay Residences

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**Boston, MA** Noannet Group, Saunders Hotel Group and Cain International, the developers of the new addition to city living, Raffles Boston Back Bay Residences, commence sales for 38 Pied-à-Terre homes. Pied-à-Terre homes allow owners the flexibility to rent their home short term when they are away, either directly or through an agent. Opening in summer of 2023, Raffles Boston Back Bay Hotel & Residences will be the first mixed-use property in North America for the illustrious 136-year-old Raffles brand. It will bring to the Back Bay a level of adventure previously

unseen in the city's housing market. The mixed-use hotel project comprises 35 stories, 146 homes, 147 hotel guestrooms, and 16 distinct amenities spaces, six of which are devoted to culinary indulgences.



Trinity Stuart Development LLC, is in partnership between two Boston entities: developer Jordan Warshaw of The Noannet Group and hotelier Gary Saunders of Saunders Hotel Group, in partnership with Cain International, the privately held investment firm focused on real estate-backed opportunities. Cain, which manages over \$14 billion in assets, brings with it an unparalleled experience of delivering developments and hospitality brands. Locally based partners include The Architectural Team, Inc., spearheading the project's architecture; McNamara and Salvia, overseeing Raffles Boston Back Bay Hotel & Residences' complex structural engineering, and Suffolk, managing the build. Stylish and residential interiors are led by Rockwell Group, and hotel interiors are fashioned by Stonehill Taylor. Raffles Hotels & Resorts, a luxury brand owned and operated by the world-leading hospitality group Accor, is the hotel management partner, and Madison Realty Capital provided construction financing.

Raffles Boston Back Bay Hotel & Residences is located at 430 Stuart St.

The property's Pied-à-Terre homes are located on the 15<sup>th</sup> and 16<sup>th</sup> floors of the building and range in size from 430-630 s/f. They join a collection of 108 private residences – studios, one to three-bedroom homes and penthouse homes – which are nestled on the 21<sup>st</sup> through 35<sup>th</sup> floors of the building. Sales launched for these respective homes in April 2022 and created unprecedented demand. A remarkable 75% of homes at Raffles Boston Back Bay Residences have already sold, making the Pied-à-Terres' foray into the market all the more desirable. The residential marketing and sales program is being handled exclusively by two esteemed firms, Boston-based The Collaborative Companies and New York City-based The Marketing Directors.

The Rockwell Group debuts its first residential project in Boston with Raffles Boston Back Bay, designing all homes, residential amenity spaces, and shared residential and hotel wellness facilities within the building. The Pied-à-Terre homes feature a unique design package with oak flooring, custom Italian, soft walnut-tone kitchen cabinetry by Stevali, marble kitchen countertops with soft grey veining, as well as Wolf and Subzero appliances. Should they choose, owners may

also design their homes with one of Rockwell Group's furniture packages, each unique to and inspired by the Pied-à-Terres.

Offering flexibility within Boston real estate, Raffles Boston Back Bay Residences allows for Pied-à-Terre owners to rent their homes, in accordance with applicable laws and regulations (any length of stay 28 days or longer). There are presently no other limits on rental duration for Pied-à-Terres; by contrast, the upper floor residences in Raffles Boston Back Bay Residences may not be rented for periods less than one year.



All residents of Raffles Boston Back Bay Residences have access to sixteen amenity spaces, six of which are exclusive to homeowners. These include The Secret Garden, a sunlit garden-like space that transports residents with a Singaporean inspired tea experience; The residents' library for lounging, reading and fireside conversation; and The Emerald Terrace for all fresco merriment enhanced by views of the city bustling below. Opportunities for play abound in The Sports Lounge; culinary interests can be indulged in the Nantucket Cottage Tasting Kitchen and Wine Lounge; and the Residents' Private Dining Room provides an intimate venue for entertaining friends and family.

First class health and wellness options range from a well-equipped fitness center overlooking the city, to a Raffles spa with private and couples' treatment rooms offering the latest in hydrotherapy and mind-body rejuvenation, to a 20-meter indoor pool complete with an oversized hot tub, rain showers and lounge areas. Wellness amenities are open to hotel guests and residents only.

Additional amenities for Raffles hotel guests and residents are found within the hotel and include a three-story Sky Lobby perched high above on the 17<sup>th</sup>-19<sup>th</sup> floors, 3,000 s/f of meeting and event space, and six different food and beverage destinations. These amenities are designed by the prestigious design firm Stonehill Taylor.

As part of the Raffles Boston Back Bay Residences residential experience, homeowners also have 20% discounts at Sky Lobby restaurants, The Patisserie, Raffles Spa and in-room dining, preferred pricing and complimentary room upgrades upon arrival (subject to availability) at the hotel for out-of-town guests, alongside invitations to residents-only events. Owners of Pied-à-Terres also have access to a full range of hotel services on an à-la-carte basis for an additional fee, including linen service, cleaning, in-room dining, and more.

Residents also enjoy exclusive privileges through the Accor Owner Benefits Program, including preferred status in ALL - Accor Live Limitless, which enables VIP status and access to special benefits and privileges across more than 5,300 hotels worldwide in the Accor portfolio. The Group's industry leading owner benefits program also provides Raffles Boston Back Bay Residence owners with 20% off of the best available rates across participating Accor brands and hotels, reserved via a dedicated VIP reservation team as well as automatic upgrades upon arrival, when available.

To bring the Raffles Boston Back Bay Residences experience to life, the development team has created an original short film inspired by the iconic children's book, *Make Way for Ducklings* by Robert McCloskey (1941; Viking Press). The work captures what it would be like if Boston's favorite feathered friends, the Mallard family, were to call Raffles home.



"Our Pied-à-Terre homes offer an extraordinary ownership opportunity. We know they will speak to a diversity of buyers – whether it is someone who wishes to be a part of all that Raffles Boston Back Bay has to offer year-round, or someone who lives in Boston only a portion of the year but wants a small, elegant home in town that they can call their own. With our opening on the horizon and the remarkable success of our 108 upper floor homes, we anticipate record-setting demand for the Pied-à-Terres," said Jordan Warshaw, co-developer of Raffles Boston Back Bay Hotel & Residences and President of The Noannet Group.

"Rockwell Group is thrilled to be able to help translate the Raffles brand to coastal New England, evoking seaside living with a modern twist. We were inspired by Boston's system of parks and waterways, as well as its centuries-old townhomes, to create two furniture palettes for our Pied-à-Terre homes. The traditional package features dark rich hues of walnut and navy velvet, while the lighter scheme introduces pale gray washed woods and bright metals," said Greg Keffer, partner and studio leader, Rockwell Group.