



## Fallon's Second Ultra-Luxury Tower on Fan Pier Already a Success

by Veronica Greco | 02 November 2015

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A new ultra-luxury residential building is under development and almost sold out in Boston's burgeoning Seaport District.

Boston—It's been just two years since [The Fallon Co.](#) broke ground on [Twenty Two Liberty](#) on Boston's emerging new waterfront, and the developer is moving ahead with a follow-up of that success, driven by the strong market demand for housing.

This week, the company celebrated the official start of construction at Fifty Liberty, an ultra-luxury residential tower that promises sweeping views of Boston's inner and outer harbors and city skyline. Standing 14 stories above ground, the new building is the latest addition to the 21-acre Fan Pier mixed-use development that spreads on nine city blocks and is located in the heart of Boston's new waterfront.



Rendering of Fifty Liberty - Boston

Designed by acclaimed [Elkus Manfredi Architects](#), Fifty Liberty will feature 120 luxury condos, most of which will have waterfront vistas ranging in size from studios to three-bedrooms, along with a green roof situated on the second floor, a 3,500-square-foot club room, and a private 2,000-square-foot indoor/outdoor health and fitness center called "Stretch 50." Residents will also have access to a large below-grade garage, private shuttle service around the city, 24-hour concierge support and private elevator access from the underground garage to each floor.

"Like Twenty-Two Liberty, Fifty Liberty offers the sophistication and convenience of city living, including access to the city's best restaurants, coupled with ample green space and front-door waterfront access as its ultimate amenity. We're happy with the continued interest in the Fan Pier lifestyle, and all it affords remains so strong," said Joe Fallon, president and CEO of The Fallon Company.

Instead of going to brokers to sell the luxury condos at Fifty Liberty, the developer chose to replicate the success of Twenty Two Liberty (which pre-sold all units six months before the building reached completion) and opted for direct negotiations with big-pocketed buyers—and there's plenty of them lined up for all the residential units, according to [The Boston Globe](#).

*Rendering courtesy of The Fallon Co.*