

ON THE MARCH

WITH BOSTON IN THE MIDST OF A BUILDING BOOM, A LOOK BACK AT ONE OF OUR ORIGINAL GIANTS.

BY ELIZABETH GEHRMAN



To create the illusion of even greater height, it's clad in **30 shades of brick** that transition from dark at the bottom to light at the top.

"[A] new monument on Boston's skyline, marking the beginning of a new century in her history."
1928 promotional brochure

165 FEET

The height of the **Batterymarch Building**, Boston's first Art Deco skyscraper, completed in 1928

ONLY THE CUSTOM HOUSE TOWER WAS TALLER.



495 FEET

Height of the Custom House Tower, completed in 1915; as a federal building, it was exempt from the local zoning laws that governed the Batterymarch

CURRENT NAME

Hilton Boston Downtown/Faneuil Hall

FIRST NAME

The Public Service Building, because many original tenants worked in the utility industry

LONGEST-STANDING NAME

The Batterymarch Building, for the Revolutionary War soldiers who marched by the site on the way to their garrison

2014 ASSESSED VALUE

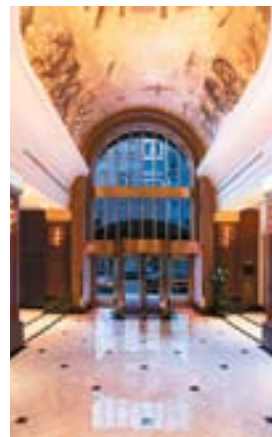
\$57.4 MILLION

LOT SIZE

24,125 square feet

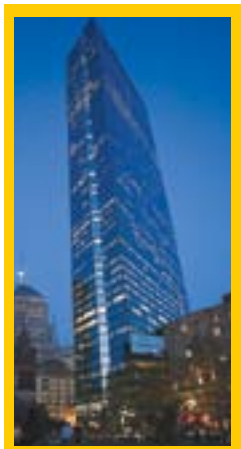
INTERIOR

274,720 square feet



ABOUT ART DECO

The term, coined in Paris just three years before the Batterymarch opened, describes an aesthetic that blends images of the natural and mechanical worlds. Decorations include a codfish, a bean pot, clipper ships, locomotives, and an airplane.



790 FEET

Height of the John Hancock Tower, Boston's tallest building today

In 1927, the *Boston Evening Transcript* declared the building "**destined to become a landmark.**" That's proved true several times over.

1973

The area it belongs to, the Custom House District, is added to the National Register of Historic Places.

1995

The Batterymarch Building is made a landmark by the City of Boston.

2014

The Hilton Boston Downtown/Faneuil Hall is added to the prestigious Historic Hotels of America list.

PHOTOGRAPHS: BATTERYMARCH AND LOBBY FROM HILTON BOSTON DOWNTOWN/FANEUIL HALL; SOURCES: BOSTON LANDMARKS COMMISSION; BOSTON REDEVELOPMENT AUTHORITY; THE BOSTONIAN SOCIETY; CITY OF BOSTON ASSESSING DEPARTMENT; HILTON BOSTON DOWNTOWN/FANEUIL HALL