# NEMA's New 754-Unit Rental Community Aims at Being Truly San Franciscan

Chances are, if you've never been to San Francisco, CA, you still probably have an idea of what the city looks like. Its scattering of Tetris-aligned buildings, sea of water surrounding its borders and its iconic Golden Gate Bridge have been featured in everything from photographs to films to classic TV shows like Full House. Only sitting on about 47 square miles of land, the City by the Bay is considered one of the most beautiful cities in the world.
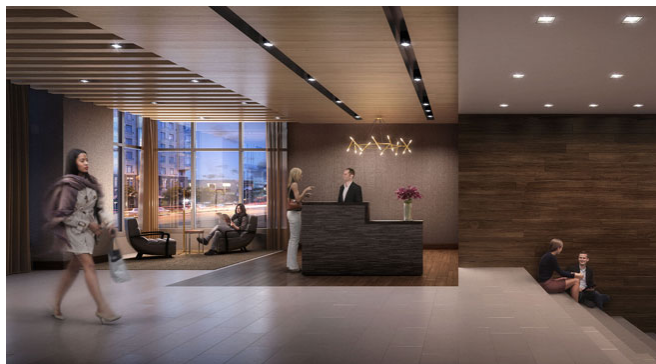
As with any metropolis, construction seems to never end as new buildings join the neighborhoods and old ones get restored. While it's hard to find anyone who was actually born in SF these days, most who live there hold a strong value on being a local (most claiming so after two months of residency). Maybe this spirit is what NEMA, a Crescent Heights® inspired community, had in mind when it announced its plans for a full-service rental district at 10th and Market. The company's design will focus strongly on a Northern California feel with reflections of its surroundings. The entire architectural makeup and host of amenities will reflect a true San Franciscan lifestyle.

In July, NEMA announced the opening of its leasing office at 14 Tenth Street which is being used to give potential renters a first glimpse of the upcoming community. Renters will enjoy special privileges in the modern apartments; so modern in fact, that the property aims to be entirely paperless with digital portals facilitating the leasing process. In a community that prides itself on being environmentally-conscious, this will be a welcomed treat.

To get a taste of what life would be like at the property, the leasing office was designed to mimic NEMA's lobbies and public spaces — showcasing soothing textures and color palettes inspired by the natural beauty of Nor-Cal.


The properties will feature four linked structures, two of which will be high-rise towers and two mid-rise buildings. Designed by Glenn Rescalvo, partner of Handel Architects, the 24-story South Tower and 11-story South Mid-rise will open their first studio and one-bedroom apartments in fall 2013. In early 2014, the North Tower and 15-story North Mid-rise will debut studio, one- and two-bedroom units. Ranging in size from 463 square feet to 1,482 square feet, the 754-unit residence will combine sleek interiors with world-class architecture and state-of-the-art technology.

Polished concrete or wood floors are present in each apartment alongside stainless steel kitchen appliances, in-unit washer and dryer and European bath fixtures. Views from the apartments will look out onto the Financial District, the dome of City Hall, the Golden Gate Bridge, Russian Hill, Bernal Heights, Twin Peaks and the San Francisco Bay.

On the first level, both on Market Street and along 10th Street, 13,500 square feet of space has been dedicated to retail assets. Social, professional, and health and wellness amenities around NEMA will be made available for its residents as well. The one-stop-shop community will feature a full-service Business Lounge, Club Solarium, 7,000-square-foot Jay Wright-designed fitness center, an Energy Solarium and a heated outdoor saline pool. Parking in the City can be extremely difficult but residents won't have an issue because of its expansive garage with 24/7 valet. Car sharing and car wash stations will be available as well. For those zipping through the streets via bike, storage, lockers and bike repair services will all be readily accessible for cyclists.
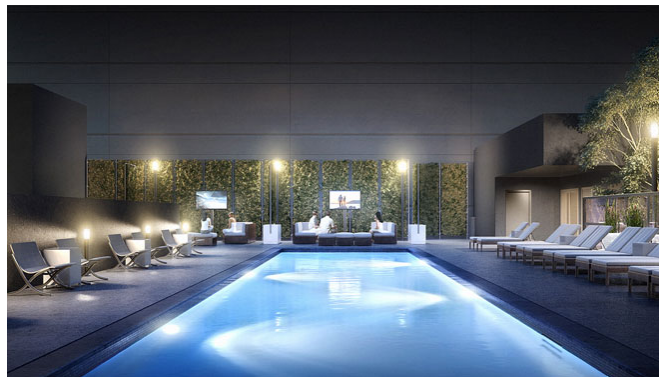
As a previous SF dweller, I've experienced firsthand the weight residents put on being a local; because I likewise, felt the same. When an establishment feels like San Francisco — like its cool summers, vibrant and culturally diverse neighborhoods and its small-yet-big feel — then that place is a welcomed addition to the area. If NEMA lives up to its objective (and doesn't use 'Frisco' on its brochures), it'll surely be pleasantly invited into the community.