

Mid-Market Towers Sizzle

The **Mid-Market** corridor is hot, thanks to pioneering tech firms, which in turn are attracting new residential like the two-tower **NEMA** project rising at 10th and Market. It's a thing of luxury: 30k SF of amenities with two 24/7 concierges and destination elevators (seriously, someone should have a destination wedding in one of these elevators).



The towers: 24 and 37 stories (totaling 754 units)—with 13k-plus SF of ground-floor retail. Regional operations manager **Roman Speron** tells us that the next-generation development is part of the **Crescent Heights** brand, which means lifestyle residential communities that "uniquely capture the spirit of the location." The **south tower** will begin occupancy around Oct. 1, while the **north tower** will be ready in early 2014. Well over 50 leases have been signed. Roman notes the Mid-Market corridor has evolved over the past three years with **Twitter**, **Square**, **One Kings Lane**, **Dolby**, et al, and **NEMA's** been part of that change. "We went out of the ground early, before the recession ended." According to Roman, NEMA will be the **first ground-up building** to deliver in that area.



The tagline for NEMA, which stands for "new market," is **Made in San Francisco**. (Add that to a long list of things made in the city like Google, Rice-a-Roni, and hippies.) "We've done some stuff on the outside" that's a direct result of the location, Roman says, activating spaces that are commonly not activated with outdoor TVs, heaters, and such. All public areas will be fully accessible to Wi-Fi and music, he adds. The more than **30k SF of amenities** include a 7,500 SF fitness center that will be managed by a third party, a third-floor deck with an outdoor pool and **solarium**, as well as an 11th floor "backyard" terrace and a 24th-floor skyline terrace.



Roman says **service** will be "the name of the game for us" and amenities will be the differentiator. The LEED Silver development has a paperless leasing office: Everything's done through touch screen and iPads, and residents sign leases on tablets. NEMA is also the first residential building outside of New York with **destination elevators**—no more annoying stops before you reach your floor. For residents, this will **save close to a day** of elevator travel time over the course of a year. (With your free time, you can just ride the elevator for fun.)