

SEAWALL LOT 330

NORTHERN ADVISORY COMMITTEE
PRESENTATION

SWL 330 Design V2.0
January 18th, 2023

STRADA

TRAMMELL
CROW
COMPANY

GRIMSHAW

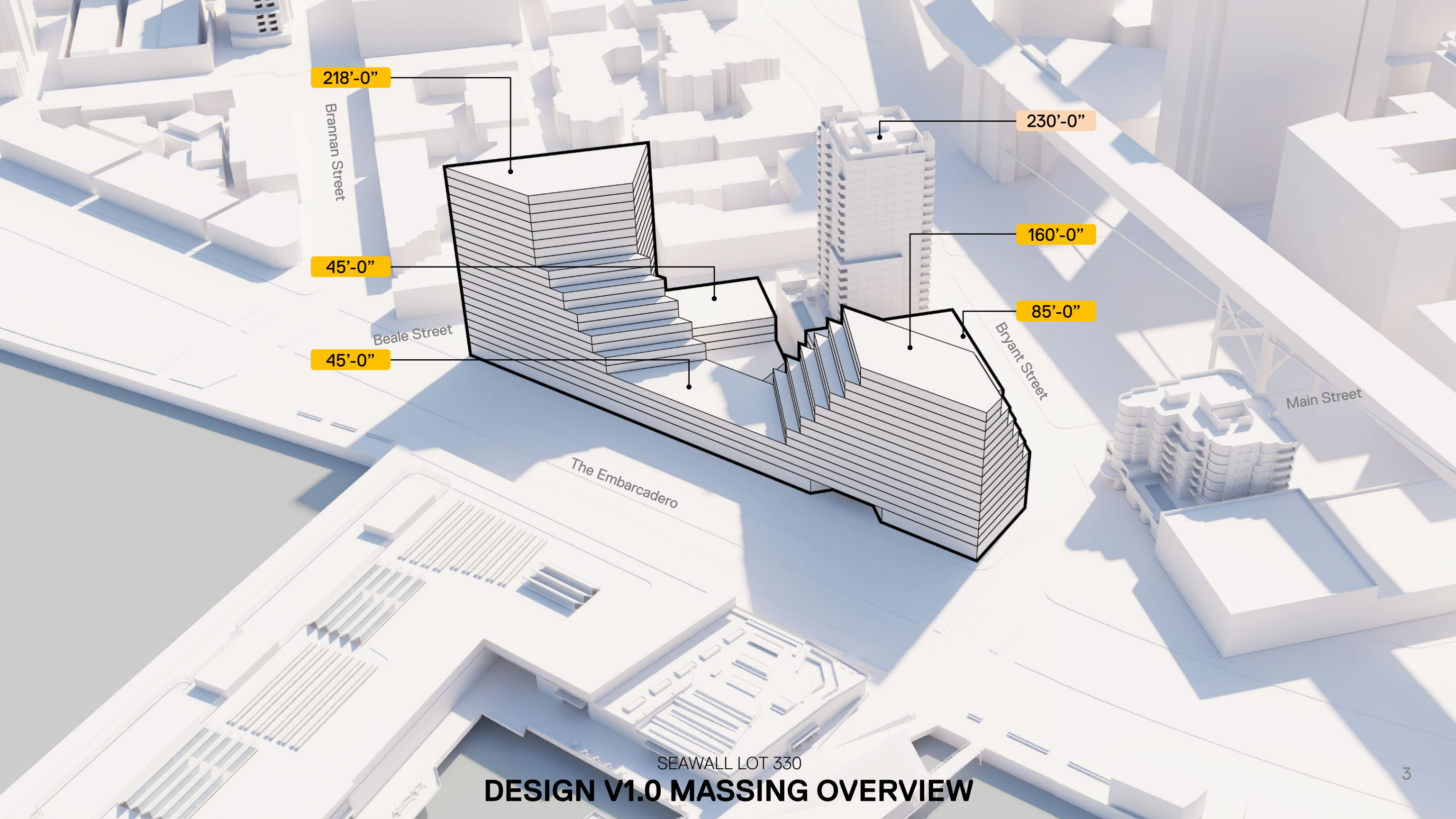
JAMES
CORNER
FIELD
OPERATIONS





SEAWALL LOT 330

DESIGN V1.0_ORIGINAL PROPOSAL



218'-0"

45'-0"

45'-0"

230'-0"

160'-0"

85'-0"

Brannan Street

Beale Street

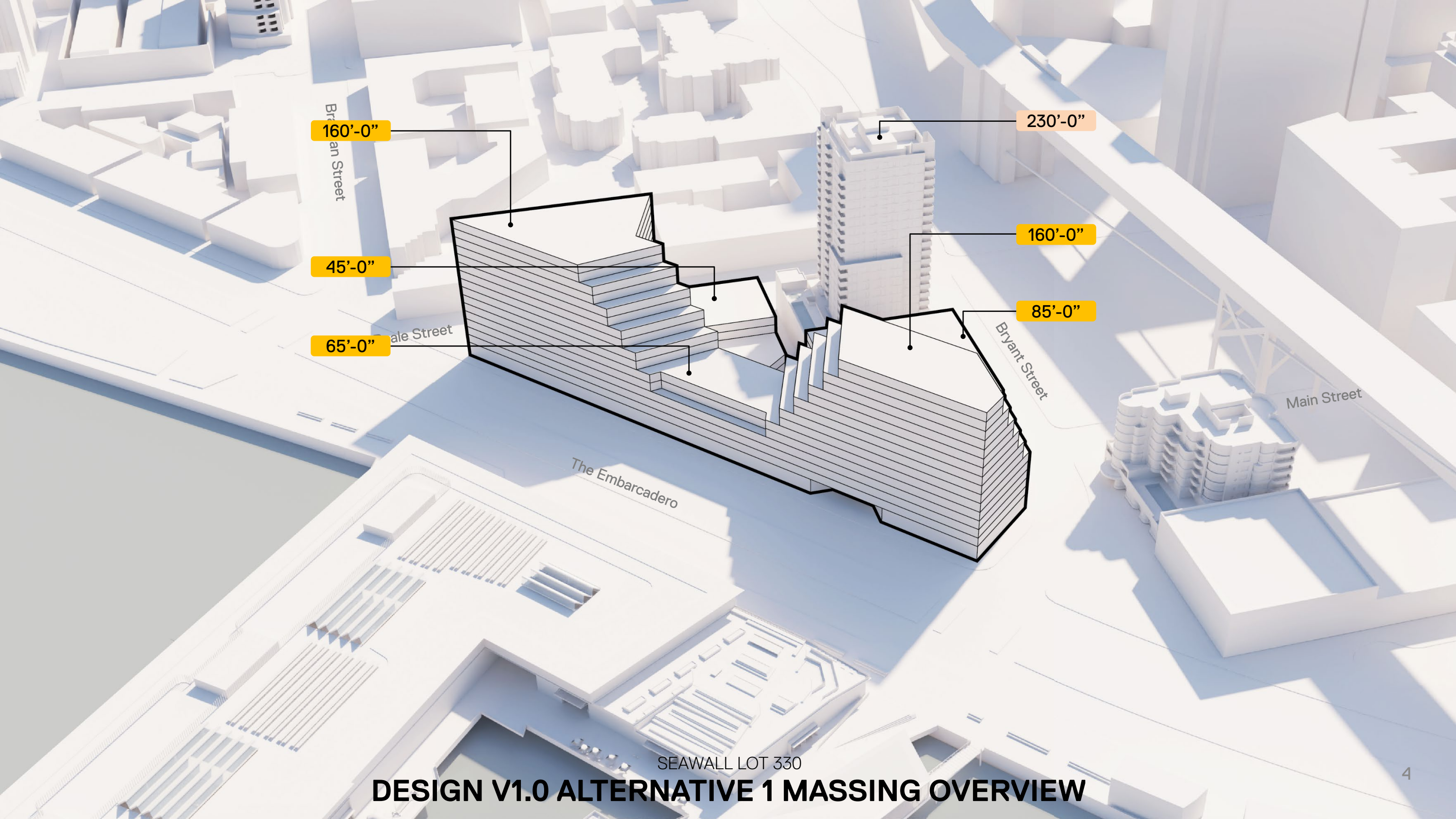
Bryant Street

Main Street

The Embarcadero

SEAWALL LOT 330

DESIGN V1.0 MASSING OVERVIEW



160'-0"

230'-0"

45'-0"

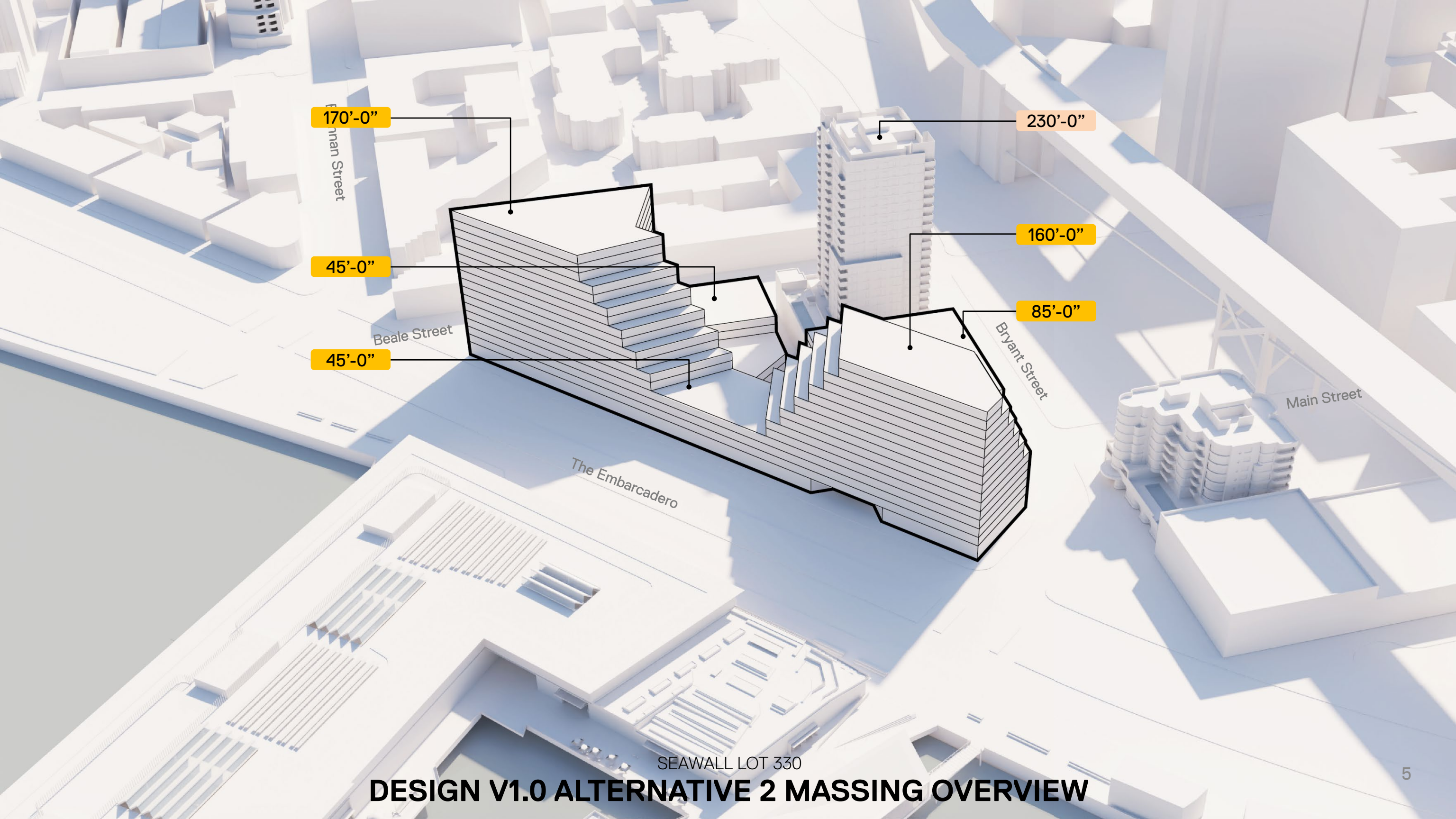
160'-0"

65'-0"

85'-0"

SEAWALL LOT 330

DESIGN V1.0 ALTERNATIVE 1 MASSING OVERVIEW



170'-0"

45'-0"

45'-0"

230'-0"

160'-0"

85'-0"

Main Street

Beale Street

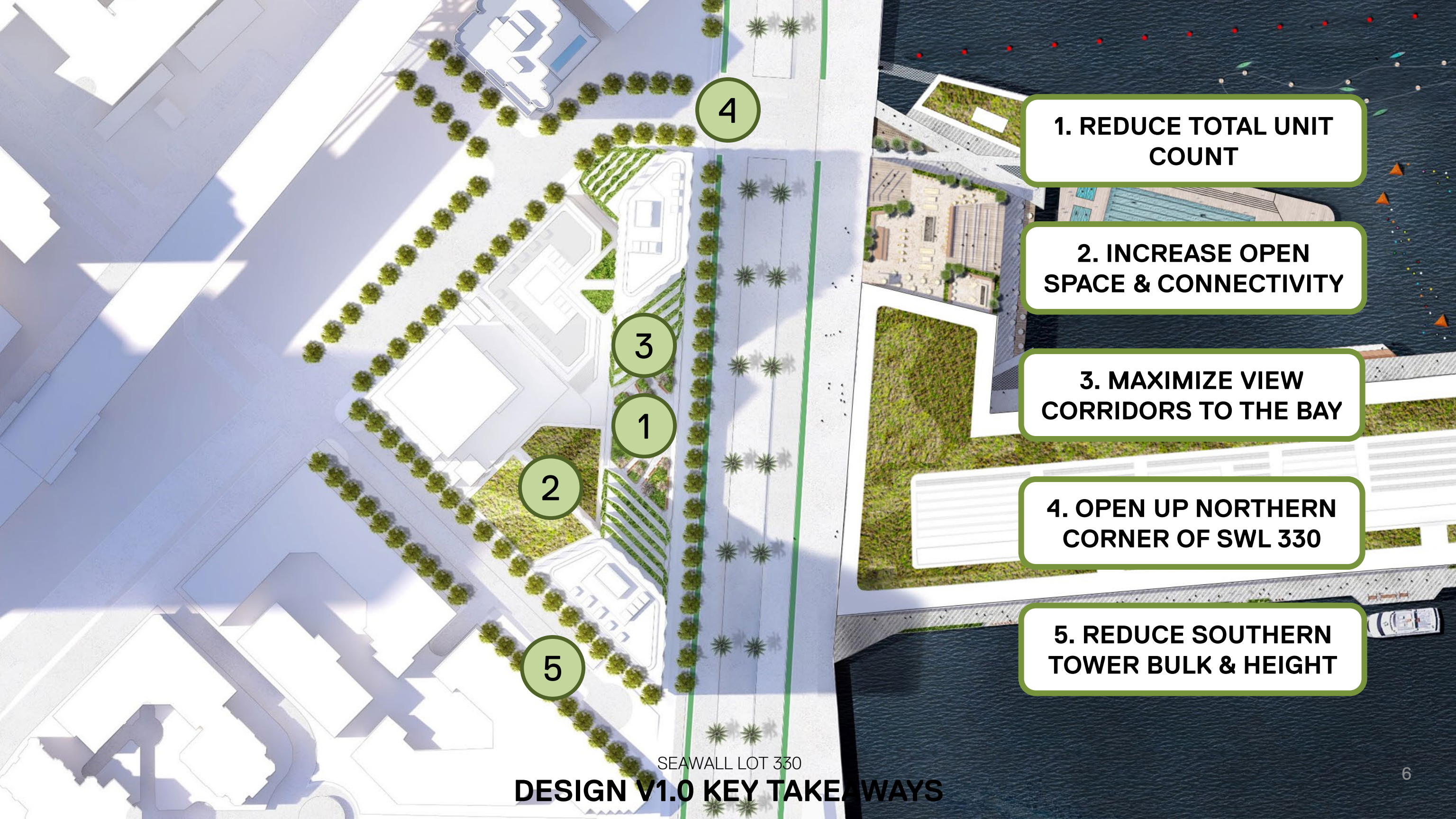
Bryant Street

Main Street

The Embarcadero

SEAWALL LOT 330

DESIGN V1.0 ALTERNATIVE 2 MASSING OVERVIEW



1. REDUCE TOTAL UNIT COUNT

2. INCREASE OPEN SPACE & CONNECTIVITY

3. MAXIMIZE VIEW CORRIDORS TO THE BAY

4. OPEN UP NORTHERN CORNER OF SWL 330

5. REDUCE SOUTHERN TOWER BULK & HEIGHT

SEAWALL LOT 330

DESIGN V1.0 KEY TAKEAWAYS



SEAWALL LOT 330

DESIGN RESPONSE

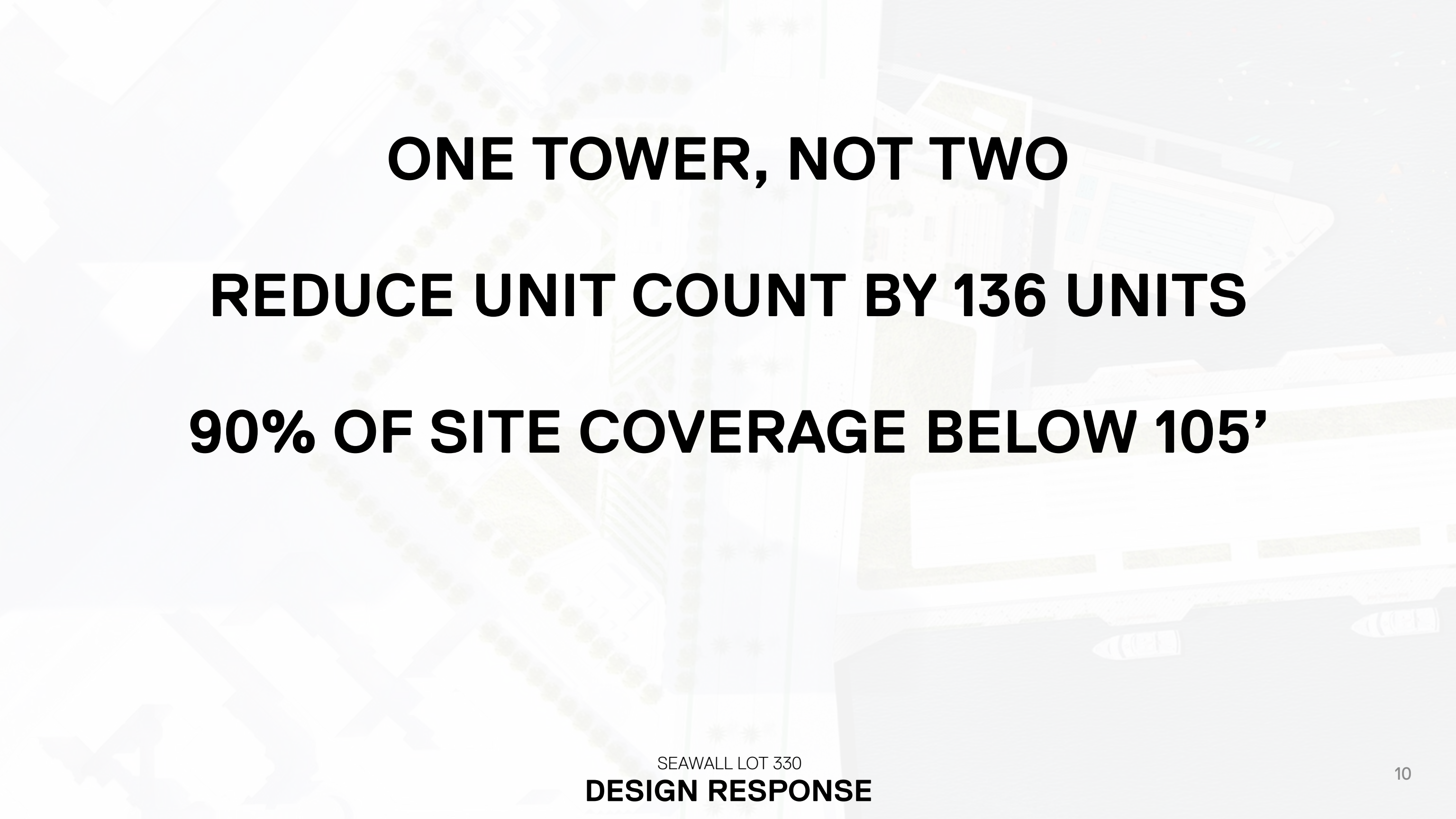
ONE TOWER, NOT TWO

SEAWALL LOT 330

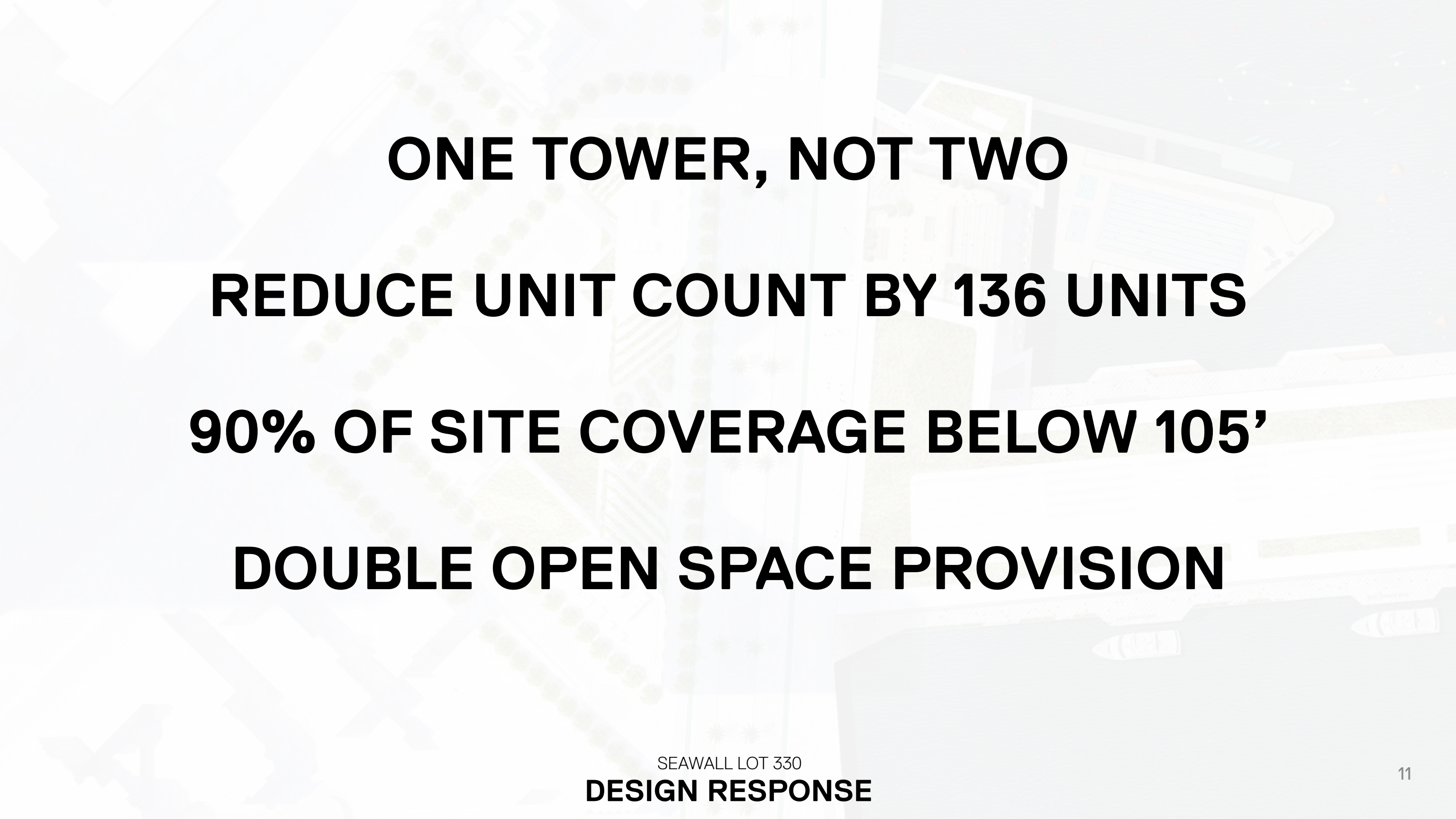
DESIGN RESPONSE

The background of the slide features a faint architectural site plan on the left and a 3D architectural rendering of a building tower on the right. The site plan shows a grid of streets and building footprints, with some areas highlighted in light green. The 3D rendering shows a modern building with a glass facade and a flat roof, set against a light blue sky with some clouds.

ONE TOWER, NOT TWO
REDUCE UNIT COUNT BY 136 UNITS

The background of the slide is a light-colored architectural site plan or floor plan. It shows various building footprints, courtyards, and site boundaries. The plan is rendered in a semi-transparent, light grey or off-white color, allowing the text to be clearly visible over it. The overall aesthetic is clean and professional, typical of a design presentation.

ONE TOWER, NOT TWO
REDUCE UNIT COUNT BY 136 UNITS
90% OF SITE COVERAGE BELOW 105'

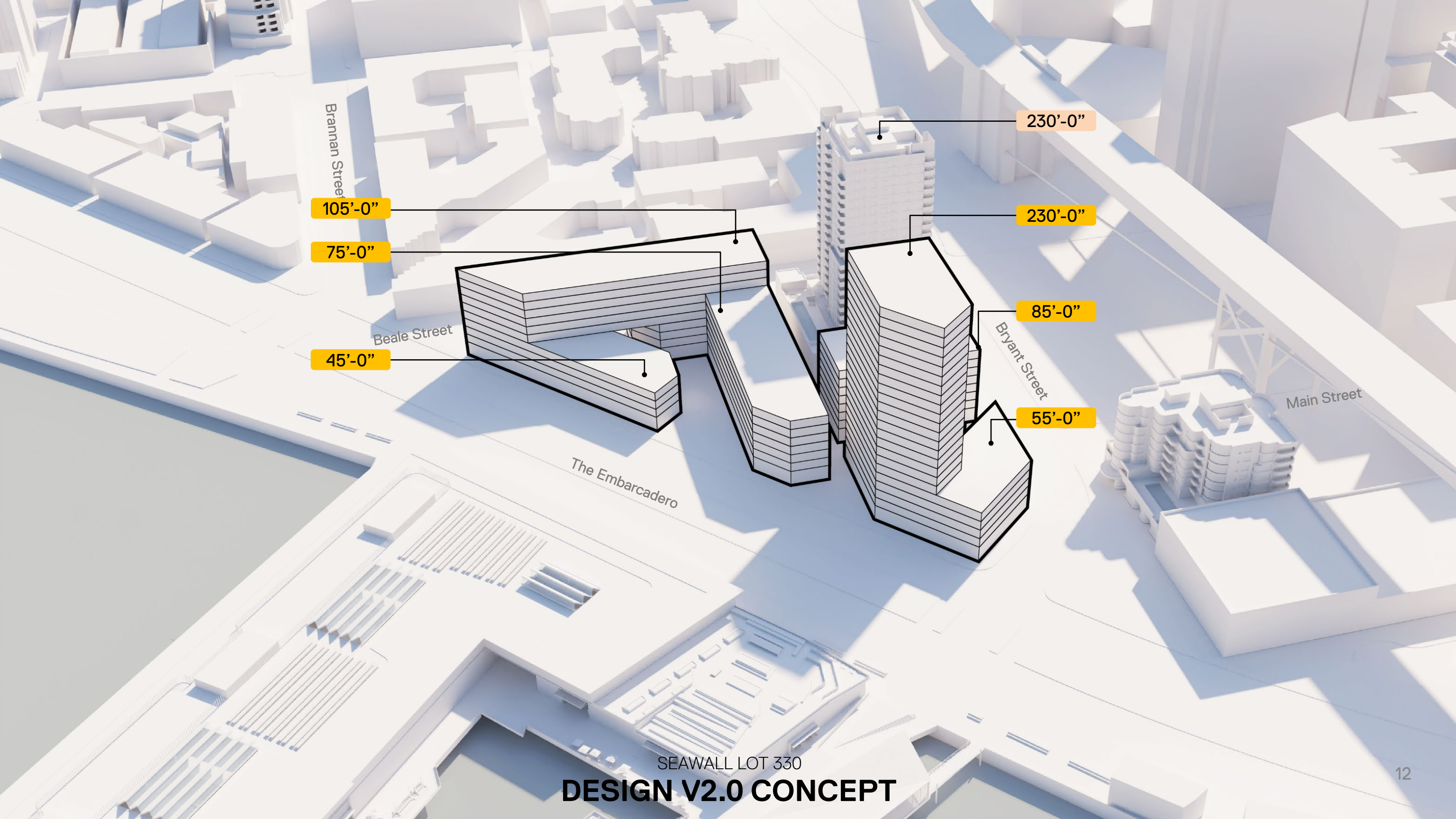


ONE TOWER, NOT TWO

REDUCE UNIT COUNT BY 136 UNITS

90% OF SITE COVERAGE BELOW 105'

DOUBLE OPEN SPACE PROVISION



Brannan Street

105'-0"

75'-0"

45'-0"

Beale Street

The Embarcadero

230'-0"

230'-0"

85'-0"

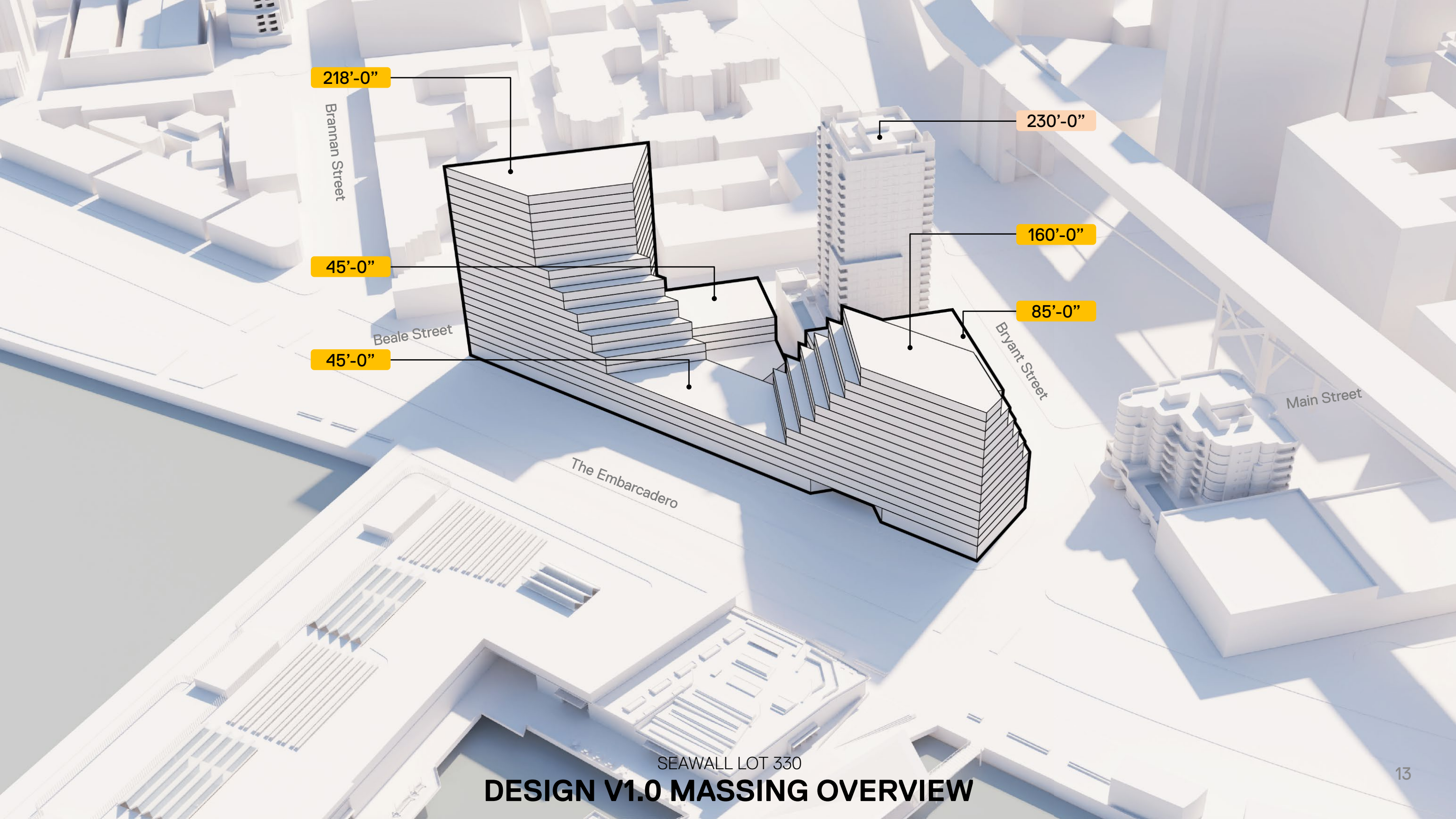
55'-0"

Bryant Street

Main Street

SEAWALL LOT 330

DESIGN V2.0 CONCEPT



218'-0"

45'-0"

45'-0"

230'-0"

160'-0"

85'-0"

Brannan Street

Beale Street

Bryant Street

Main Street

The Embarcadero

SEAWALL LOT 330

DESIGN V1.0 MASSING OVERVIEW

3. The Brannan

Brannan Street

2. The Watermark

Beale Street

The Embarcadero

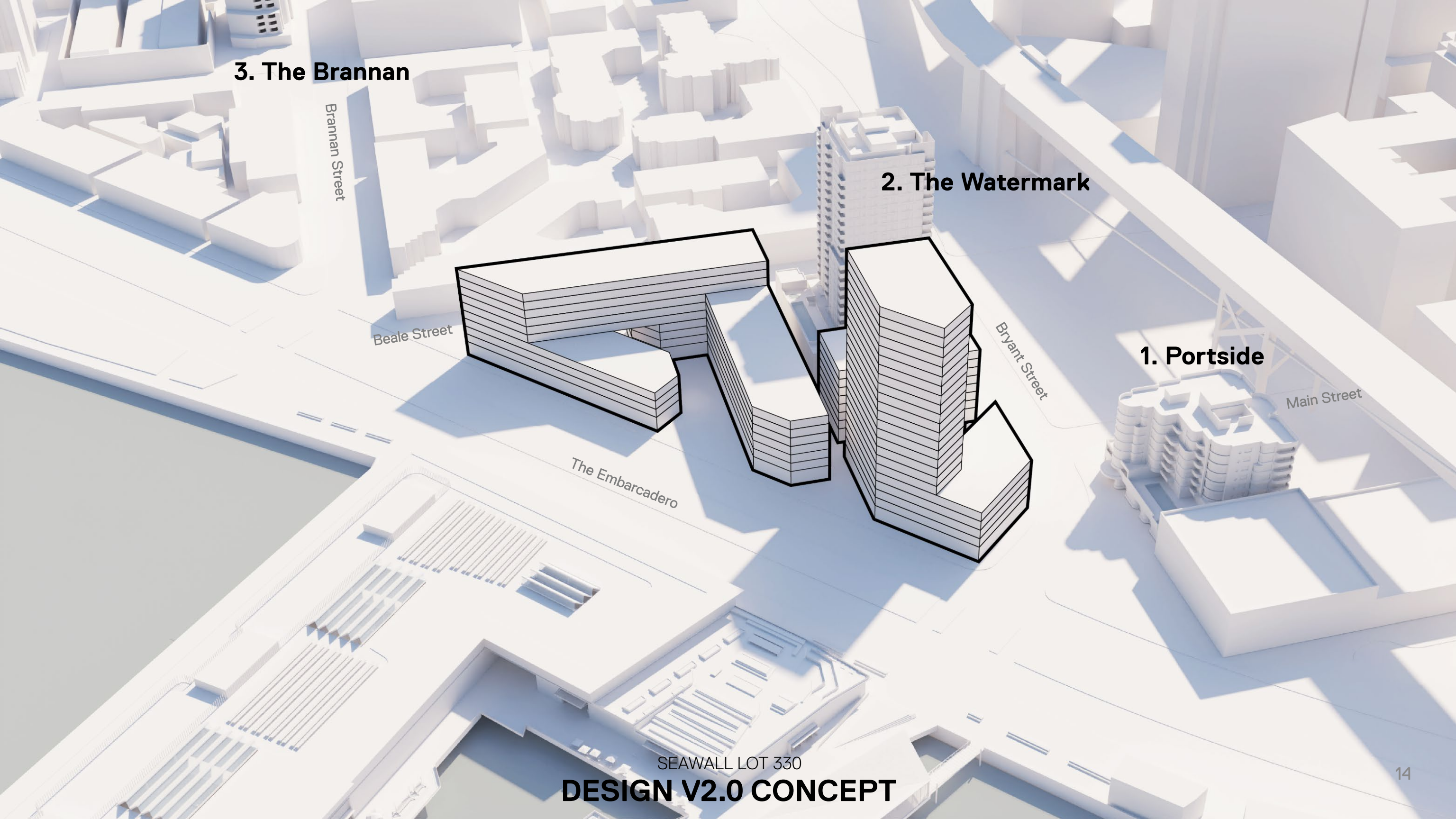
Bryant Street

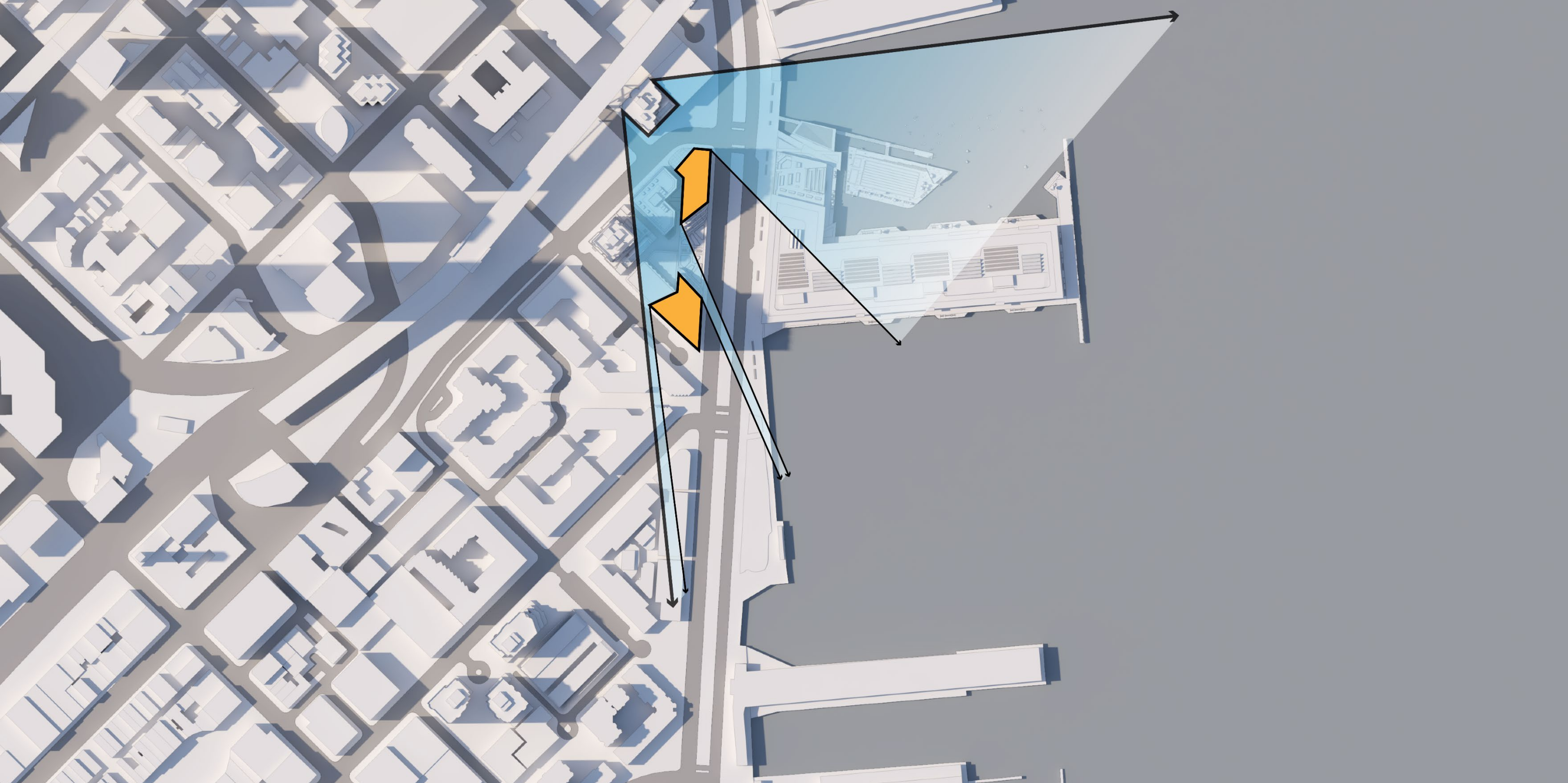
1. Portside

Main Street

SEAWALL LOT 330

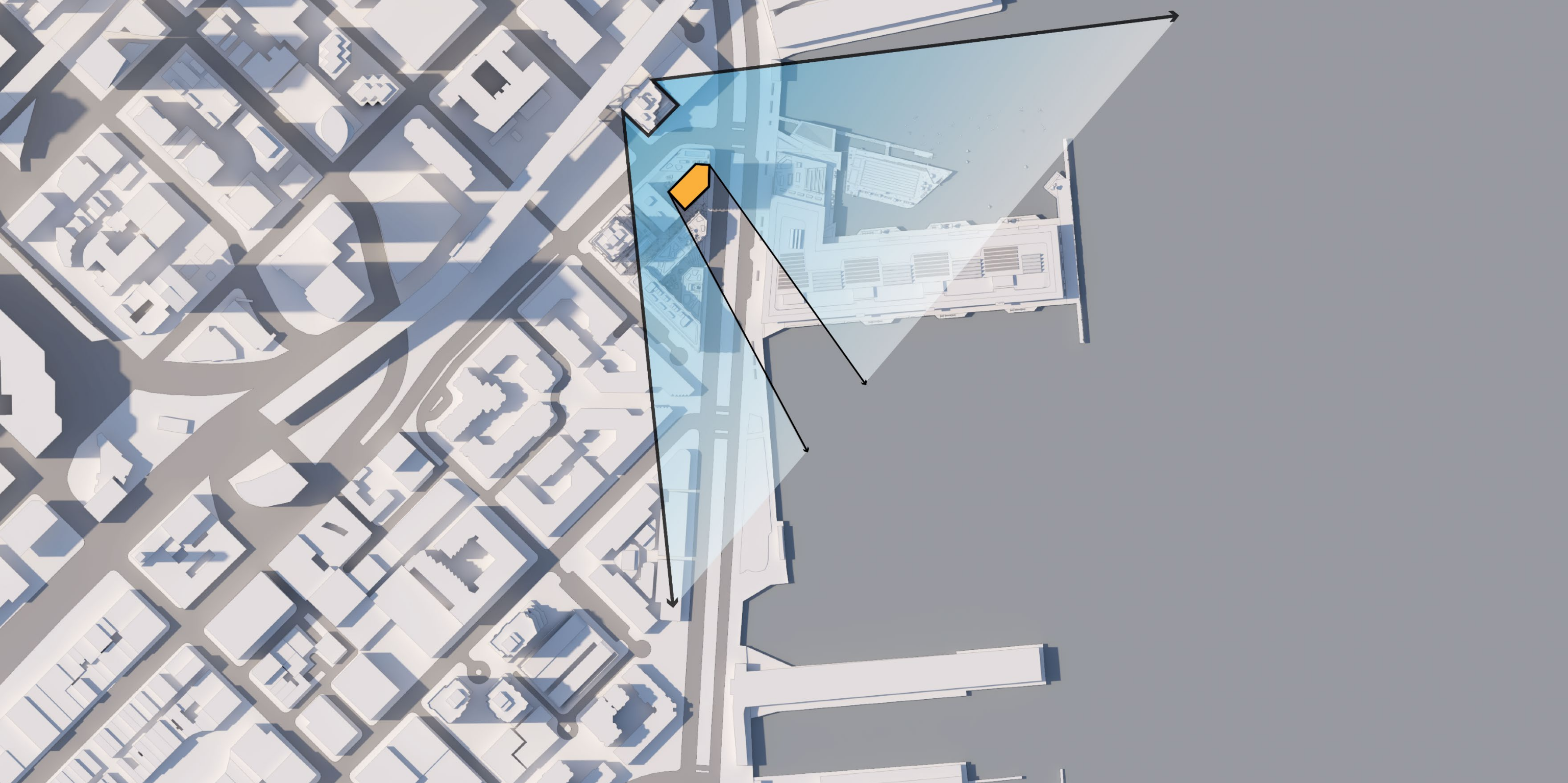
DESIGN V2.0 CONCEPT





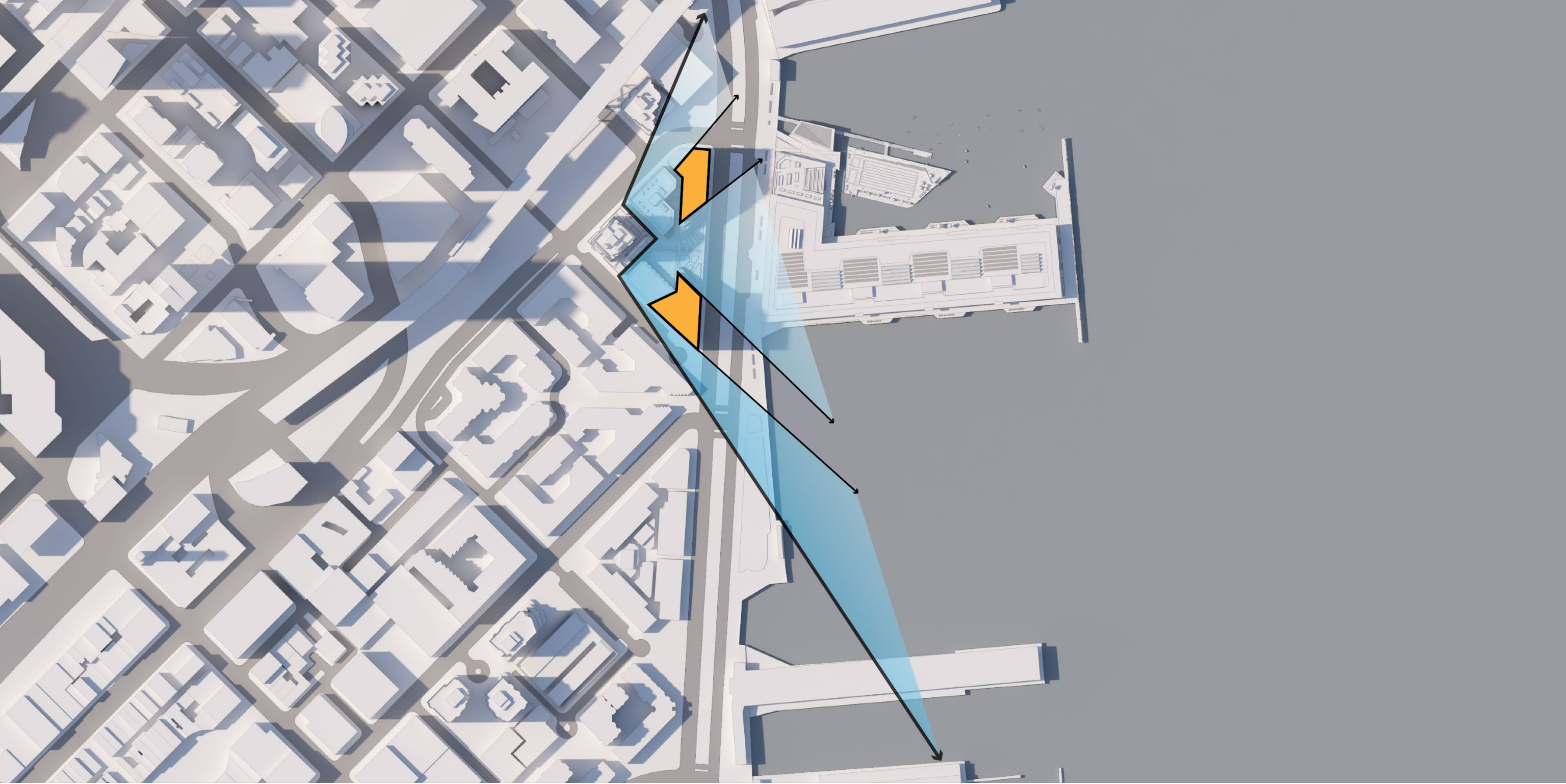
SEAWALL LOT 330

RFP MASSING VIEW CORRIDORS – PORTSIDE



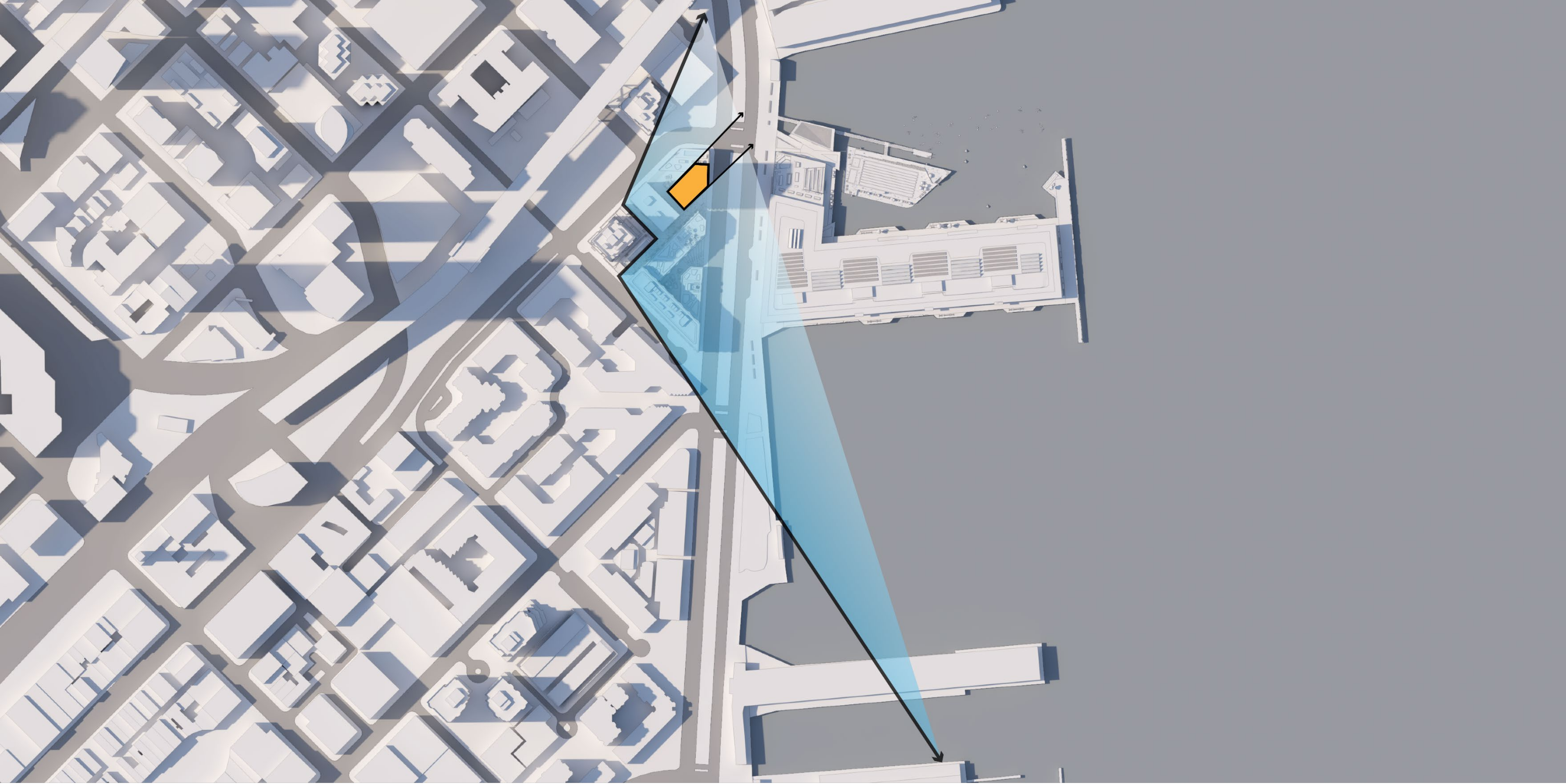
SEAWALL LOT 330

OPTIMIZING VIEW CORRIDORS DESIGN V2.0 – PORTSIDE



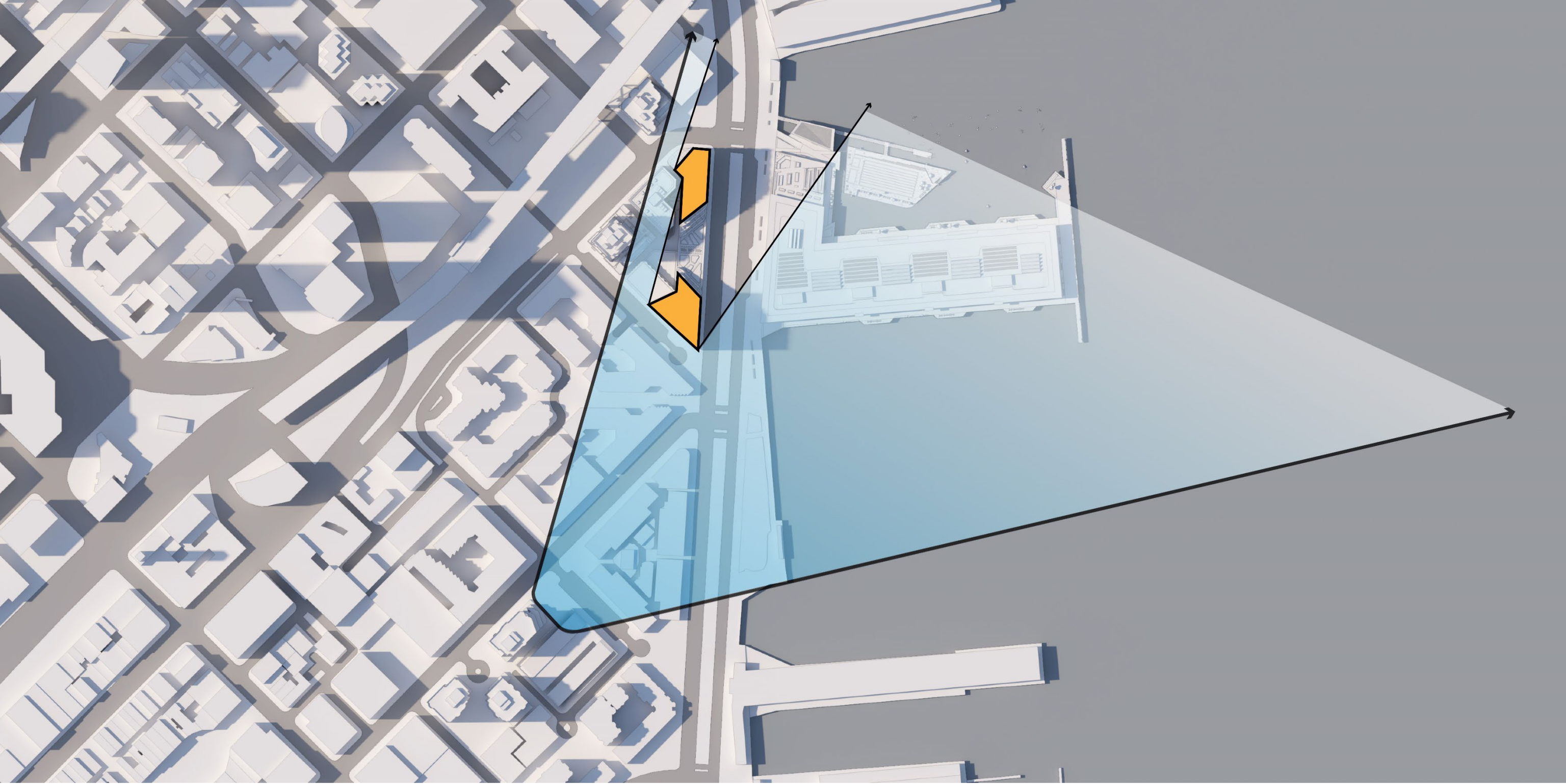
SEAWALL LOT 330

RFP MASSING VIEW CORRIDORS – THE WATERMARK



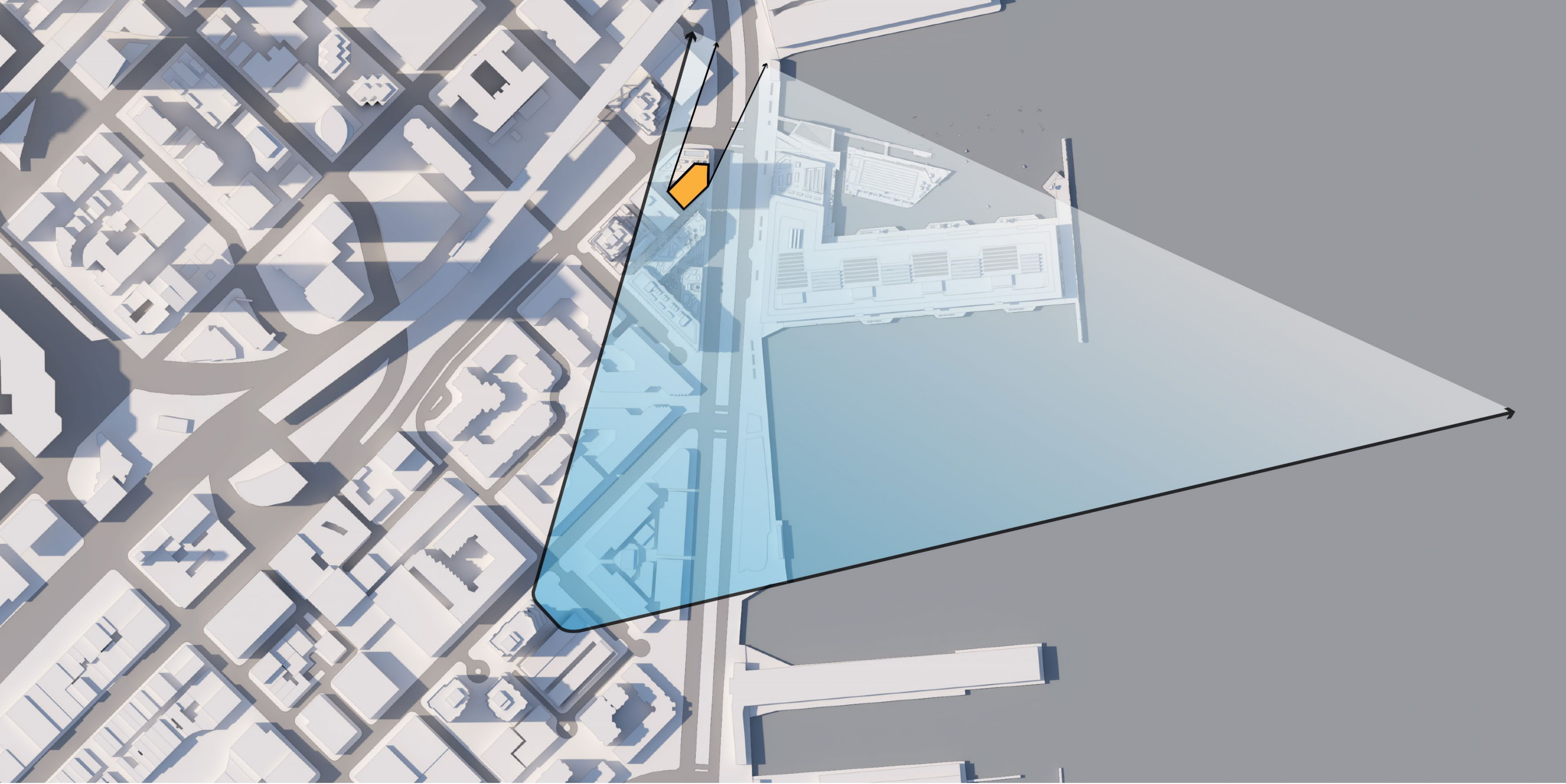
SEAWALL LOT 330

OPTIMIZING VIEW CORRIDORS DESIGN V2.0 – THE WATERMARK



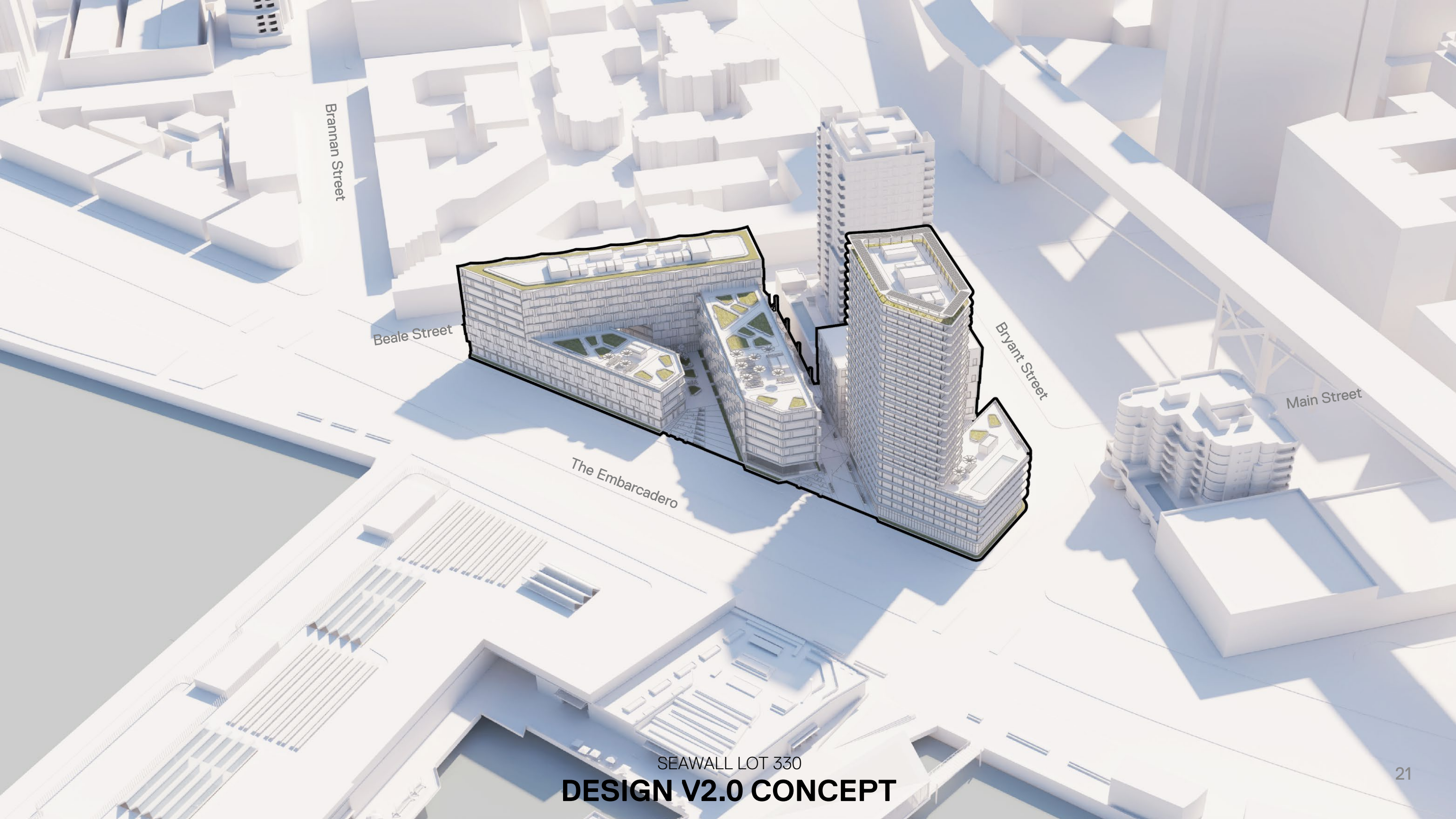
SEAWALL LOT 330

RFP MASSING VIEW CORRIDORS – THE BRANNAN



SEAWALL LOT 330

OPTIMIZING VIEW CORRIDORS DESIGN V2.0 – THE BRANNAN



Brannan Street

Beale Street

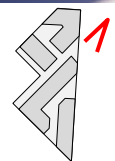
The Embarcadero

Bryant Street

Main Street

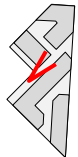
SEAWALL LOT 330

DESIGN V2.0 CONCEPT



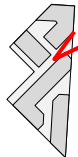
SEAWALL LOT 330

ENHANCE GROUND LEVEL ACTIVATION



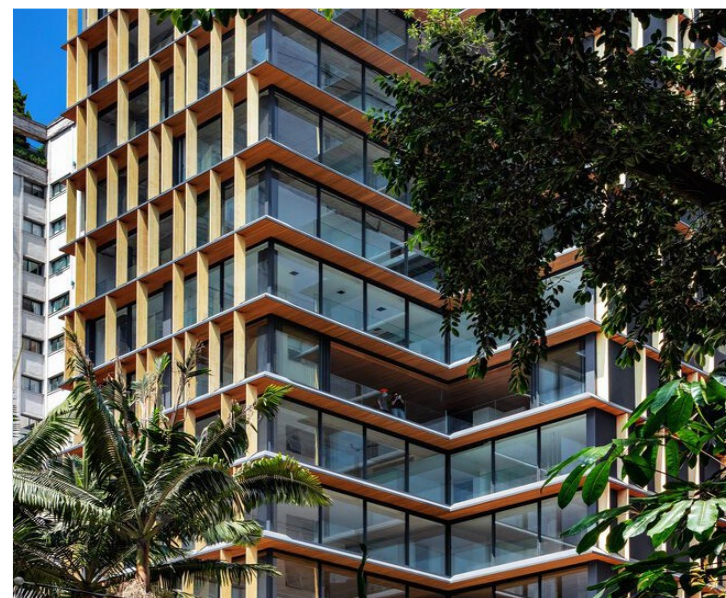
SEAWALL LOT 330

IMPROVE NEIGHBORHOOD CONNECTIVITY

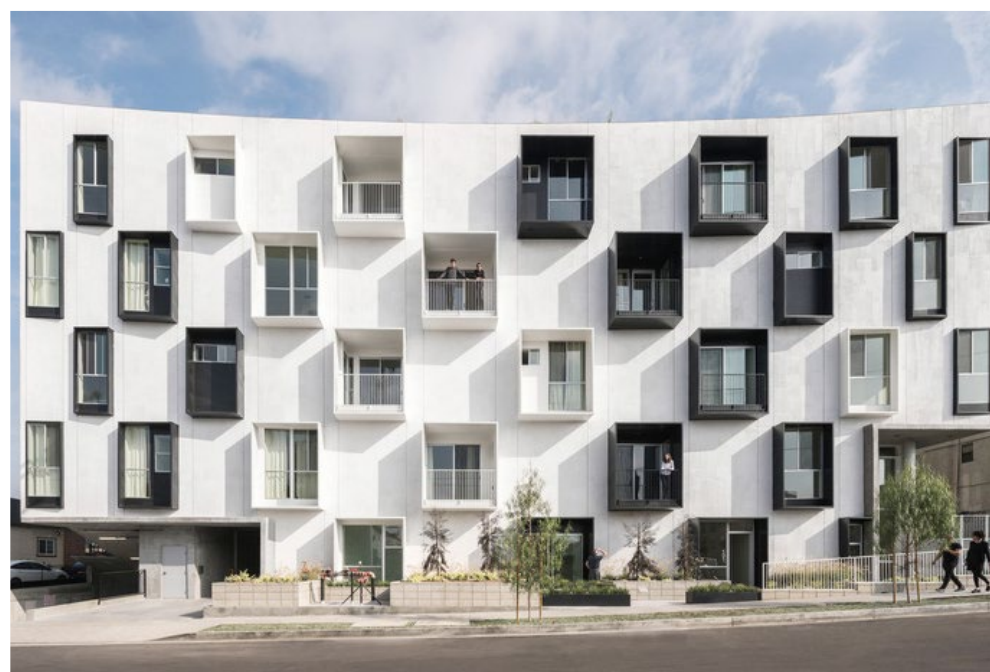
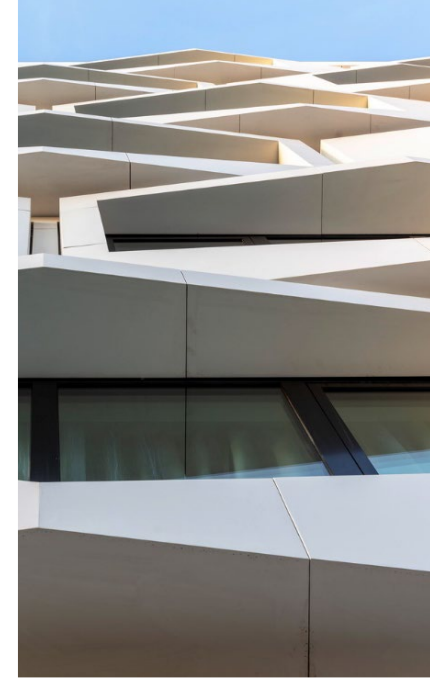
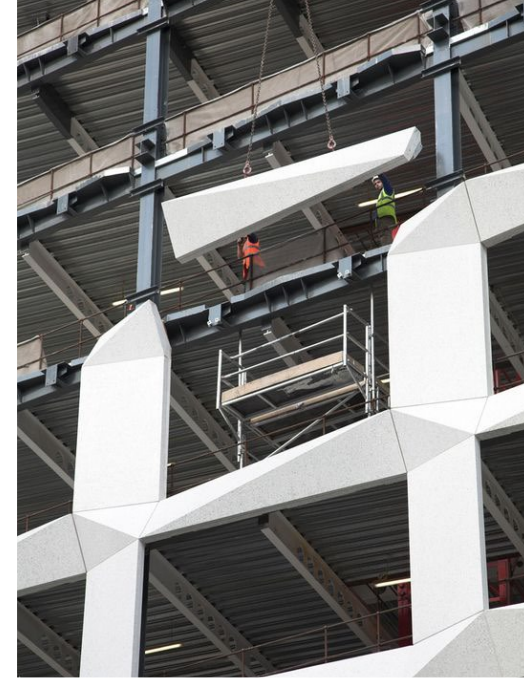


SEAWALL LOT 330

IMPROVE NEIGHBORHOOD CONNECTIVITY



SEAWALL LOT 330
BUILDING IDENTITY - TOWER

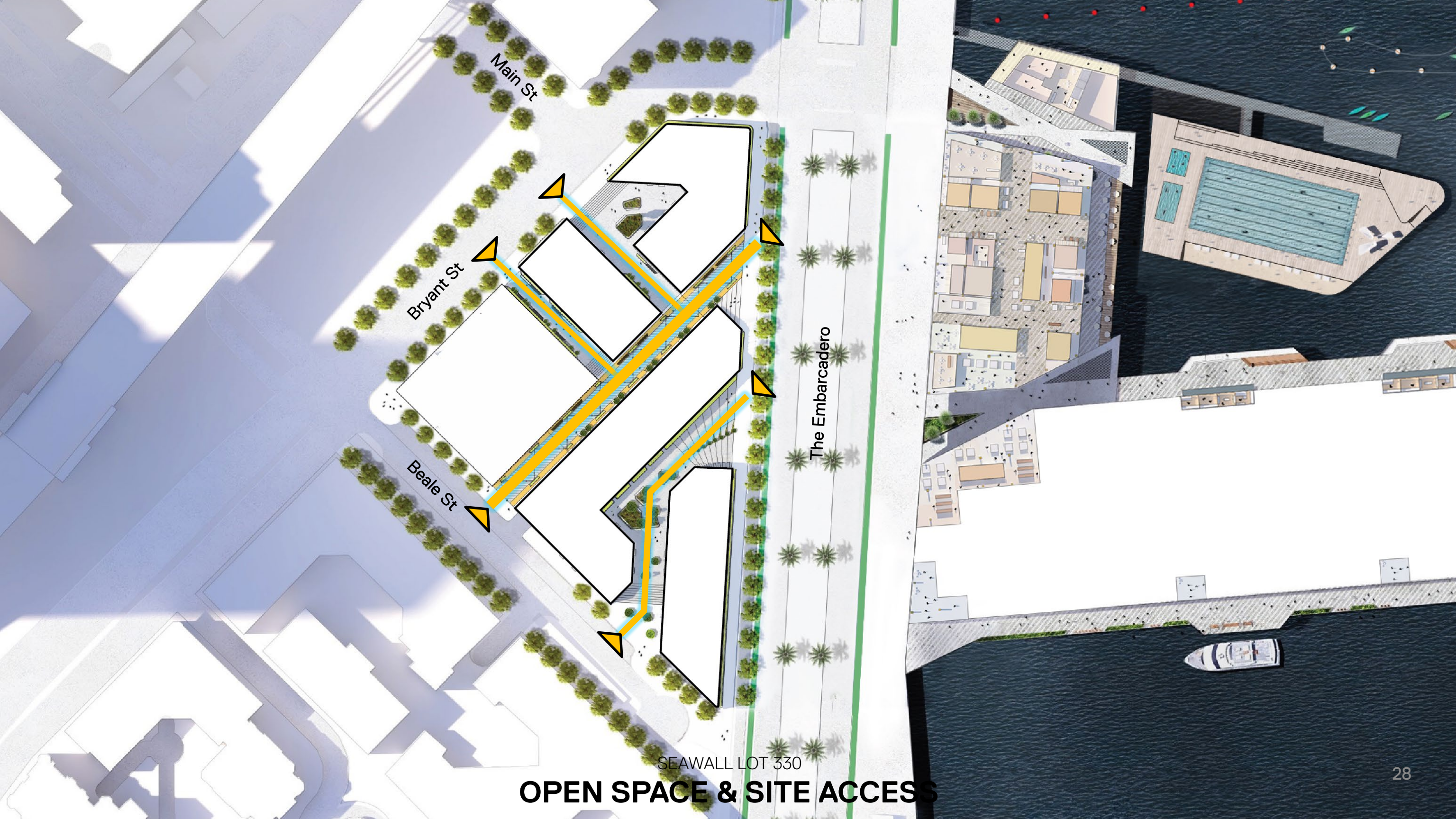


SEAWALL LOT 330
BUILDING IDENTITY - MID-RISE BLOCK



SEAWALL LOT 330

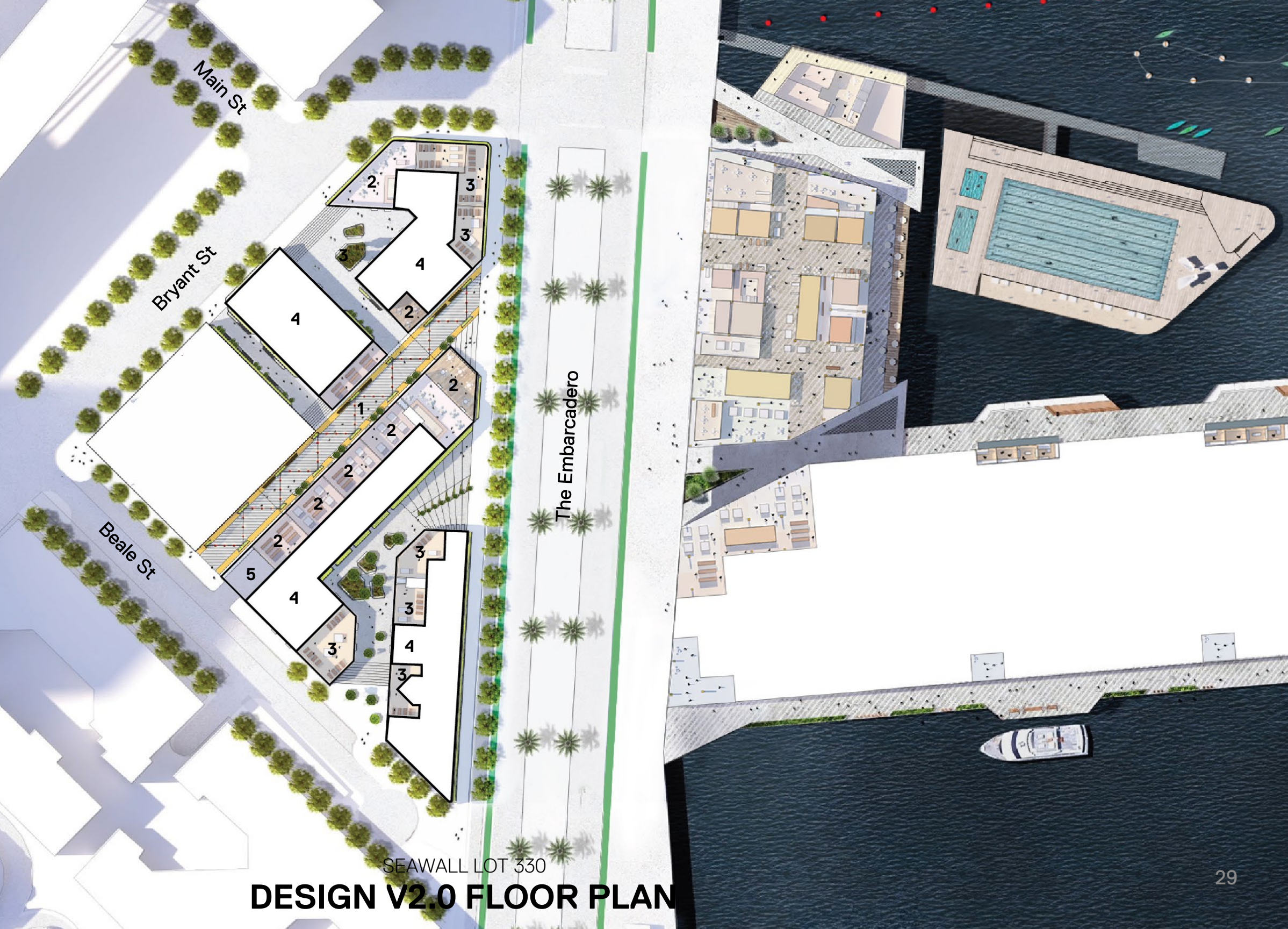
BUILDING IDENTITY – PUBLIC PASEO



SEAWALL LOT 330
OPEN SPACE & SITE ACCESS

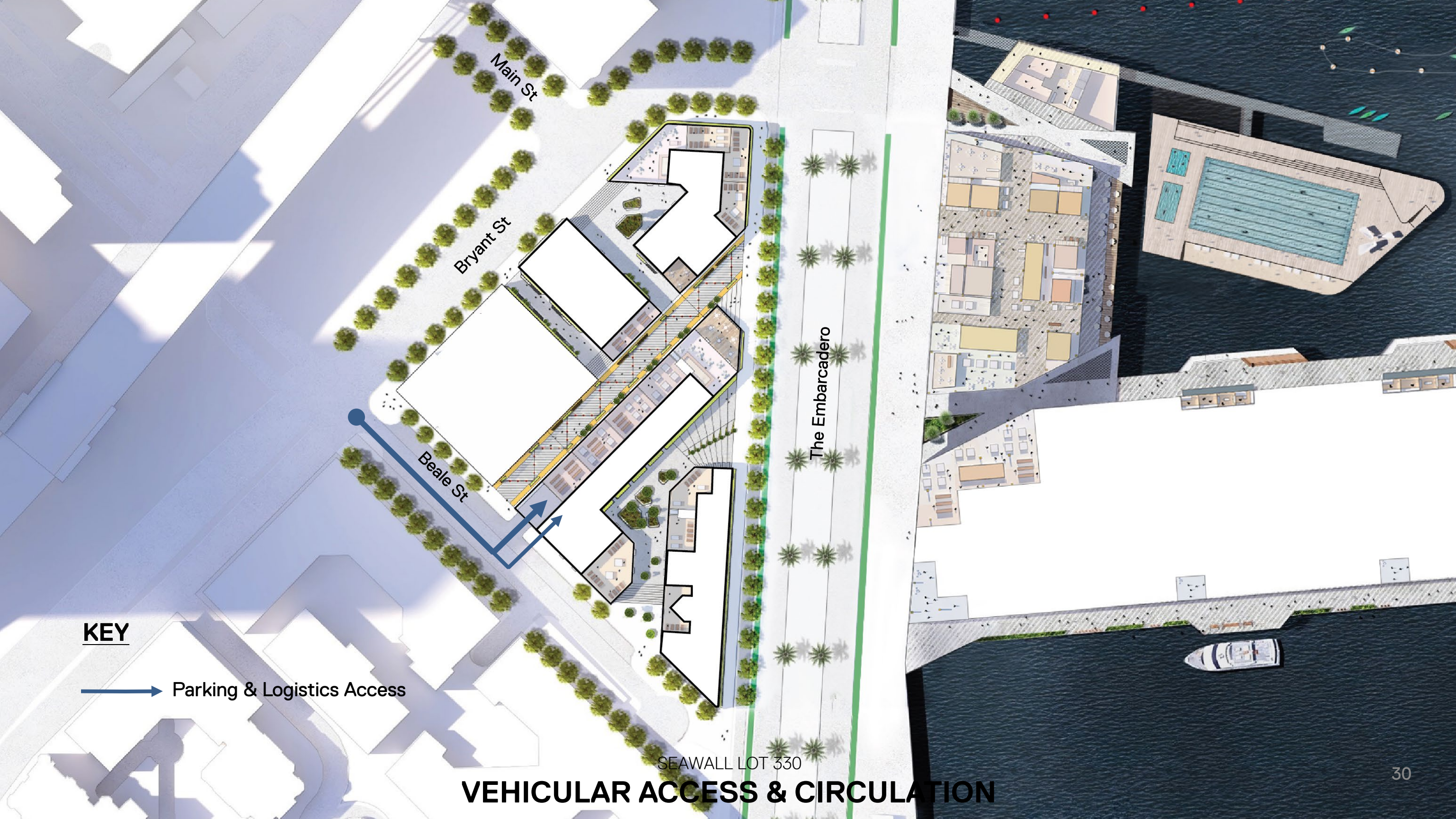
SWL 330

- 1. Public Paseo
- 2. Retail
- 3. Residential Amenity
- 4. Private Residential
- 5. Parking & Logistics Access



SEAWALL LOT 330

DESIGN V2.0 FLOOR PLAN



Main St

Bryant St

Beale St

The Embarcadero

SEAWALL LOT 330

KEY

→ Parking & Logistics Access

VEHICULAR ACCESS & CIRCULATION

TOTAL DEVELOPMENT REDUCTION

-175,000 SF

(634,500 SF TOTAL)

TOTAL RESIDENTIAL UNIT REDUCTION

-136 UNITS

(714 UNITS TOTAL)

% OF SITE COVERAGE BELOW 105'

+20%

(90% TOTAL)

INCREASE GROUND LEVEL OPEN SPACE

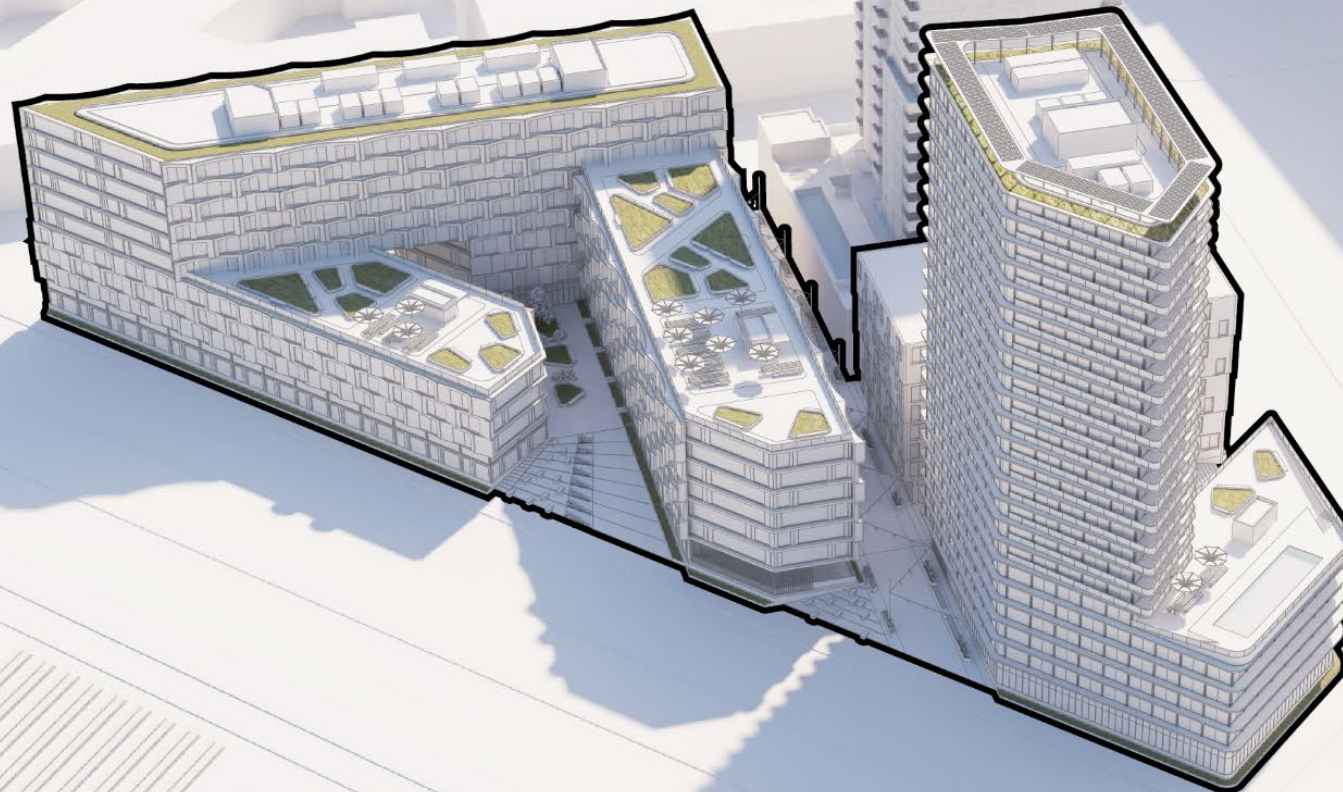
+16,500 SF

(34,800 SF TOTAL)

INCREASE RETAIL PROVISION

+7,000 SF

(13,000 SF TOTAL)



SEAWALL LOT 330

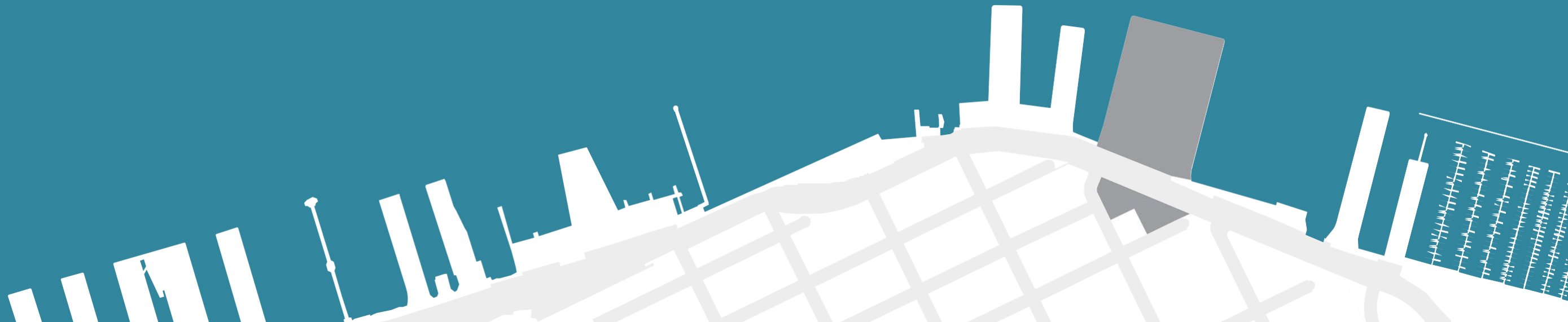
DESIGN V2.0 SUMMARY



Rendering produced by Steelblue

PIERS 30-32 & SEAWALL LOT 330
DESIGN V2.0 OVERVIEW

THANK YOU



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