

# SEAWALL LOT 330

NORTHERN ADVISORY COMMITTEE  
PRESENTATION

SWL 330 Design V2.0  
January 18<sup>th</sup>, 2023

STRADA

TRAMMELL  
CROW  
COMPANY

GRIMSHAW

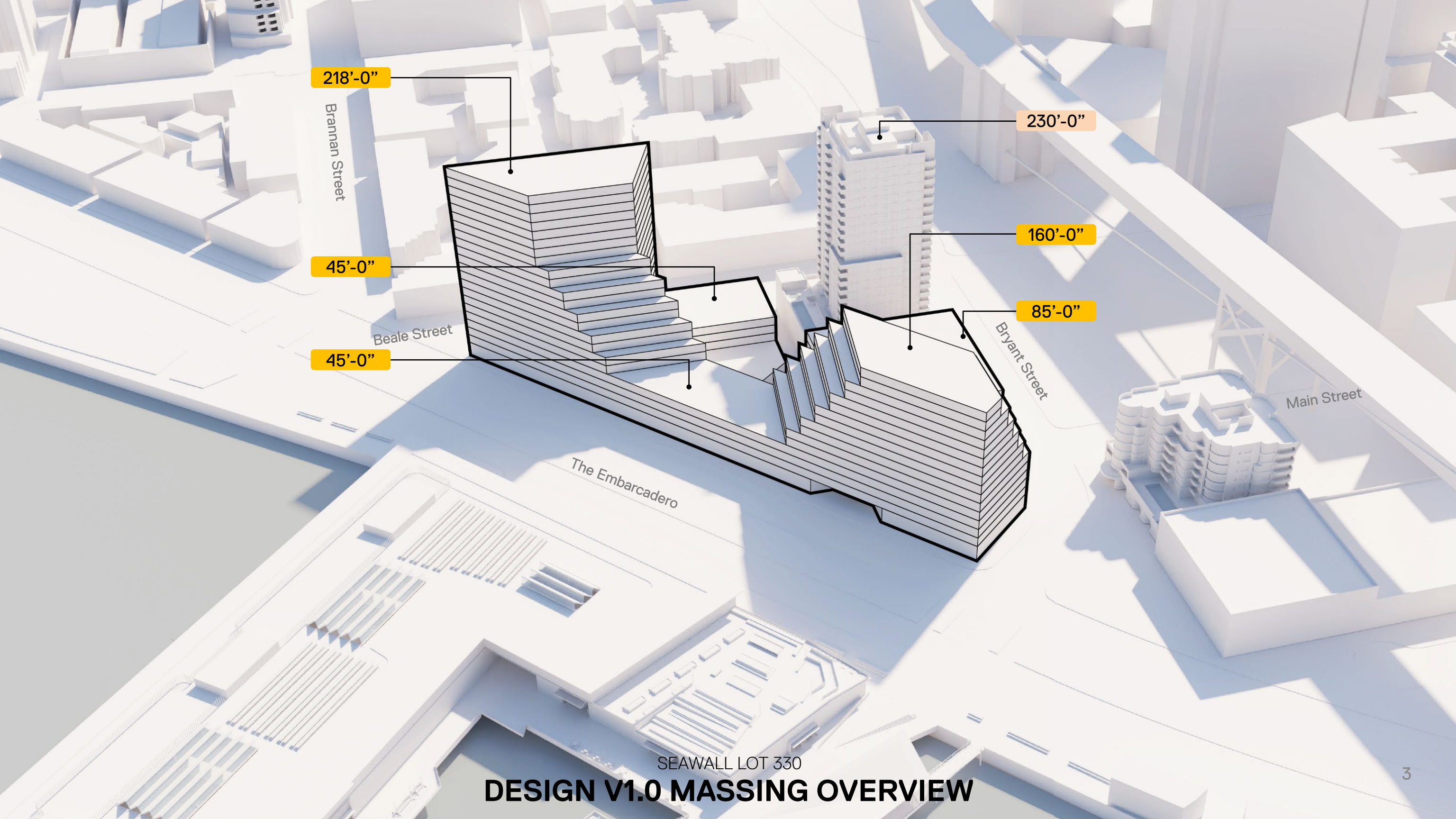
JAMES  
CORNER  
FIELD  
OPERATIONS





SEAWALL LOT 330

**DESIGN V1.0\_ORIGINAL PROPOSAL**



218'-0"

45'-0"

45'-0"

230'-0"

160'-0"

85'-0"

Brannan Street

Beale Street

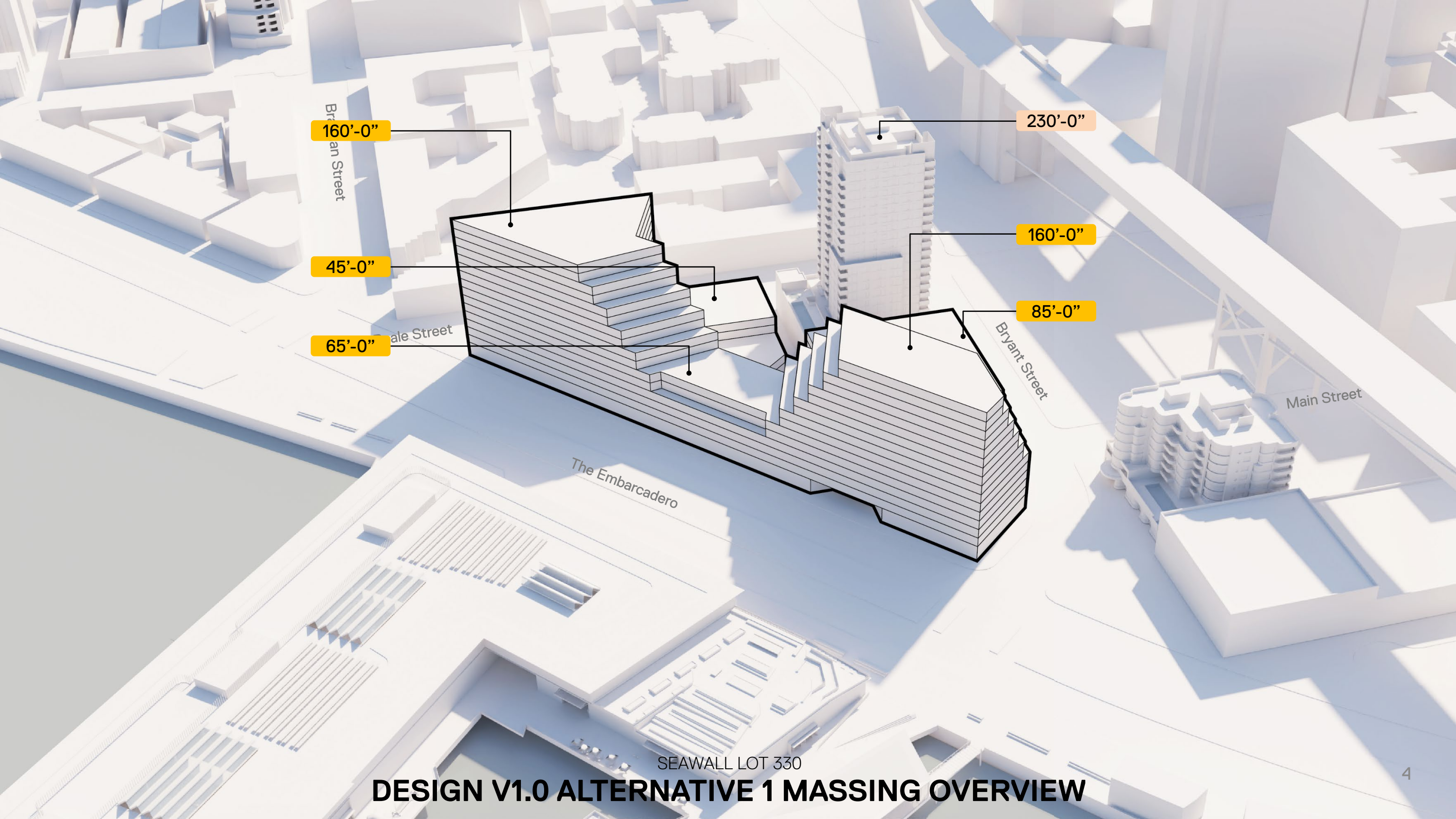
Bryant Street

Main Street

The Embarcadero

SEAWALL LOT 330

# DESIGN V1.0 MASSING OVERVIEW



160'-0"

45'-0"

65'-0"

230'-0"

160'-0"

85'-0"

Bryan Street

ale Street

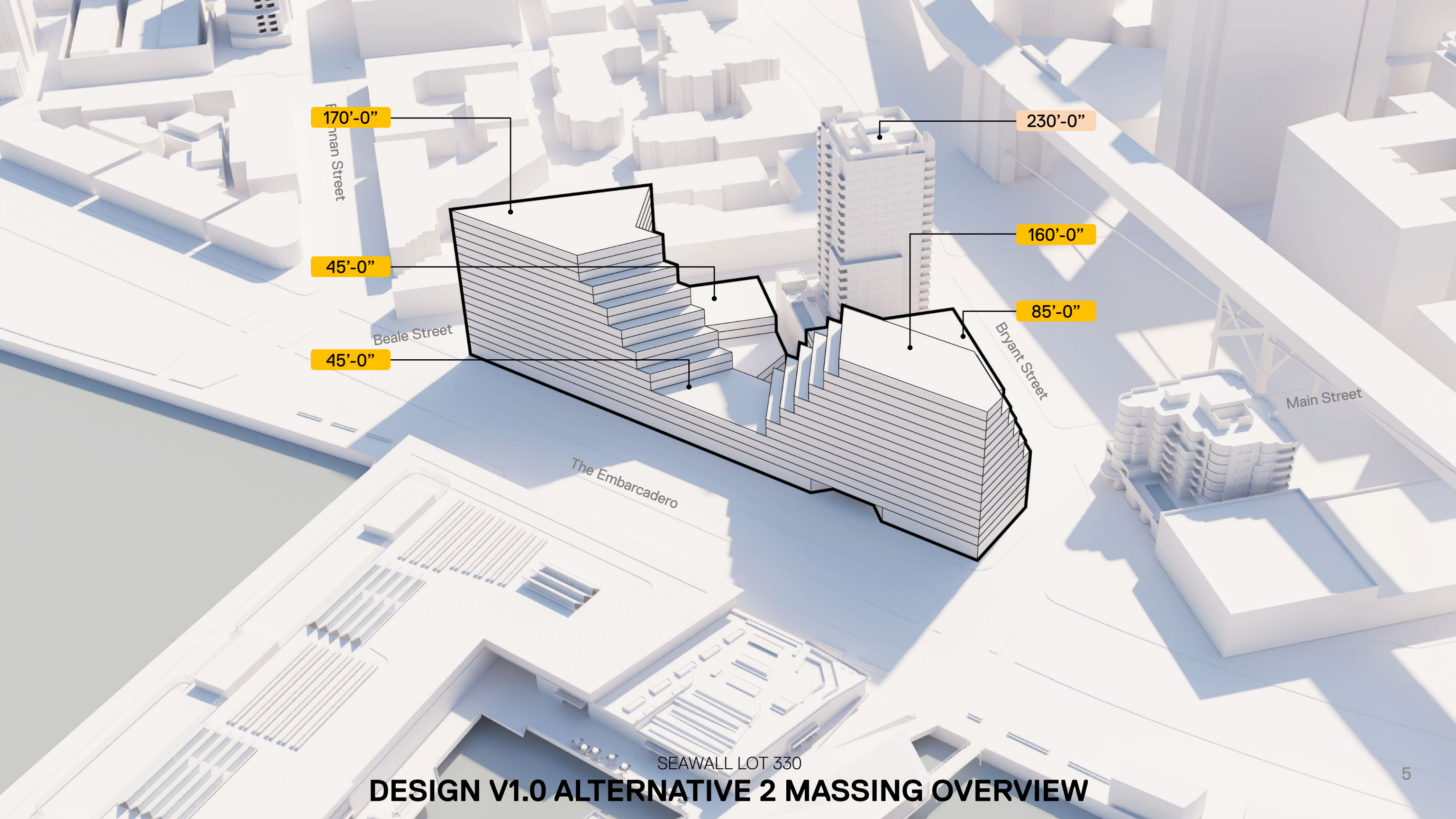
Bryant Street

Main Street

The Embarcadero

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

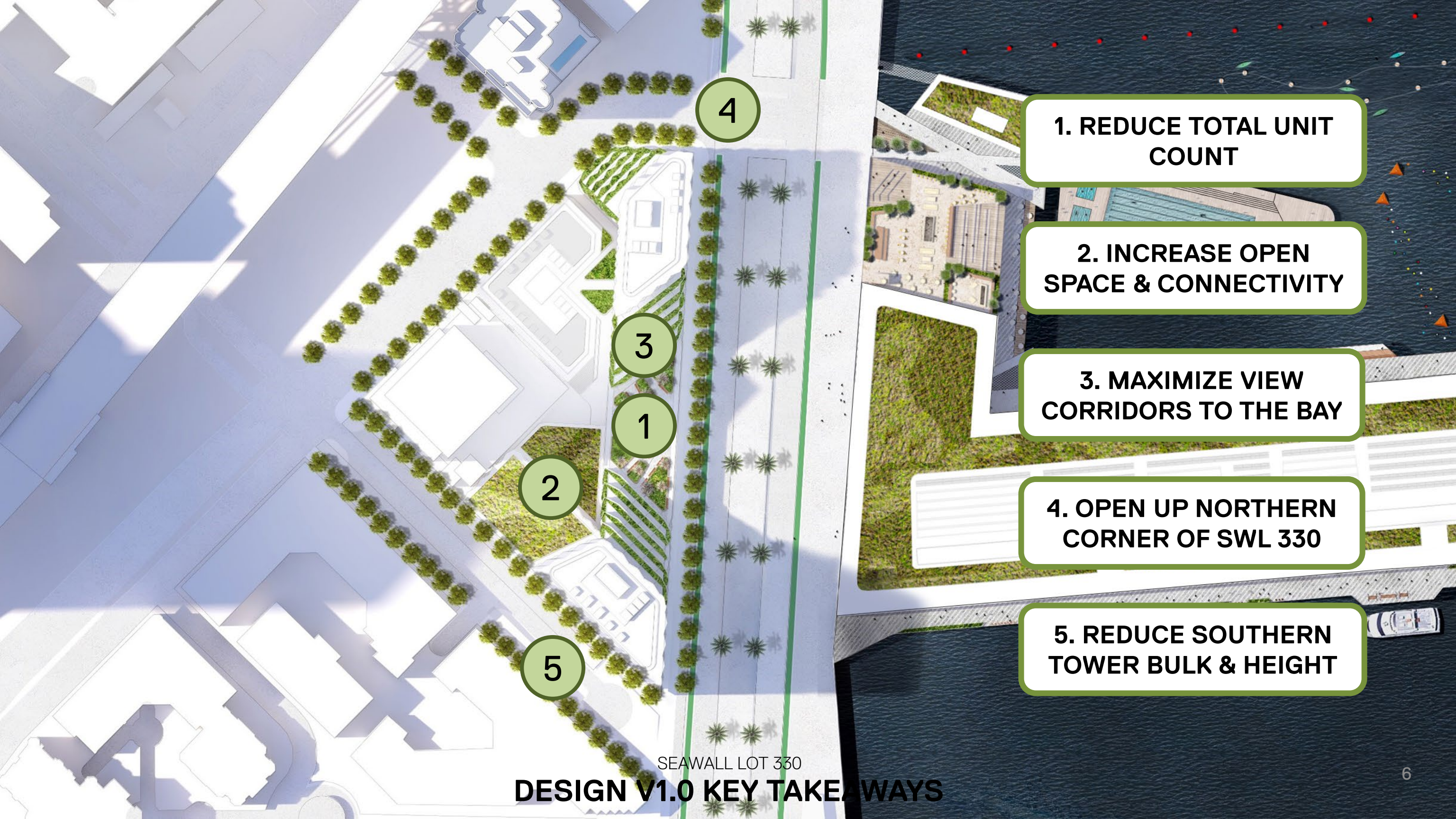
Bryant Street

Main Street

The Embarcadero

SEAWALL LOT 330

# DESIGN V1.0 ALTERNATIVE 2 MASSING OVERVIEW



**1. REDUCE TOTAL UNIT COUNT**

**2. INCREASE OPEN SPACE & CONNECTIVITY**

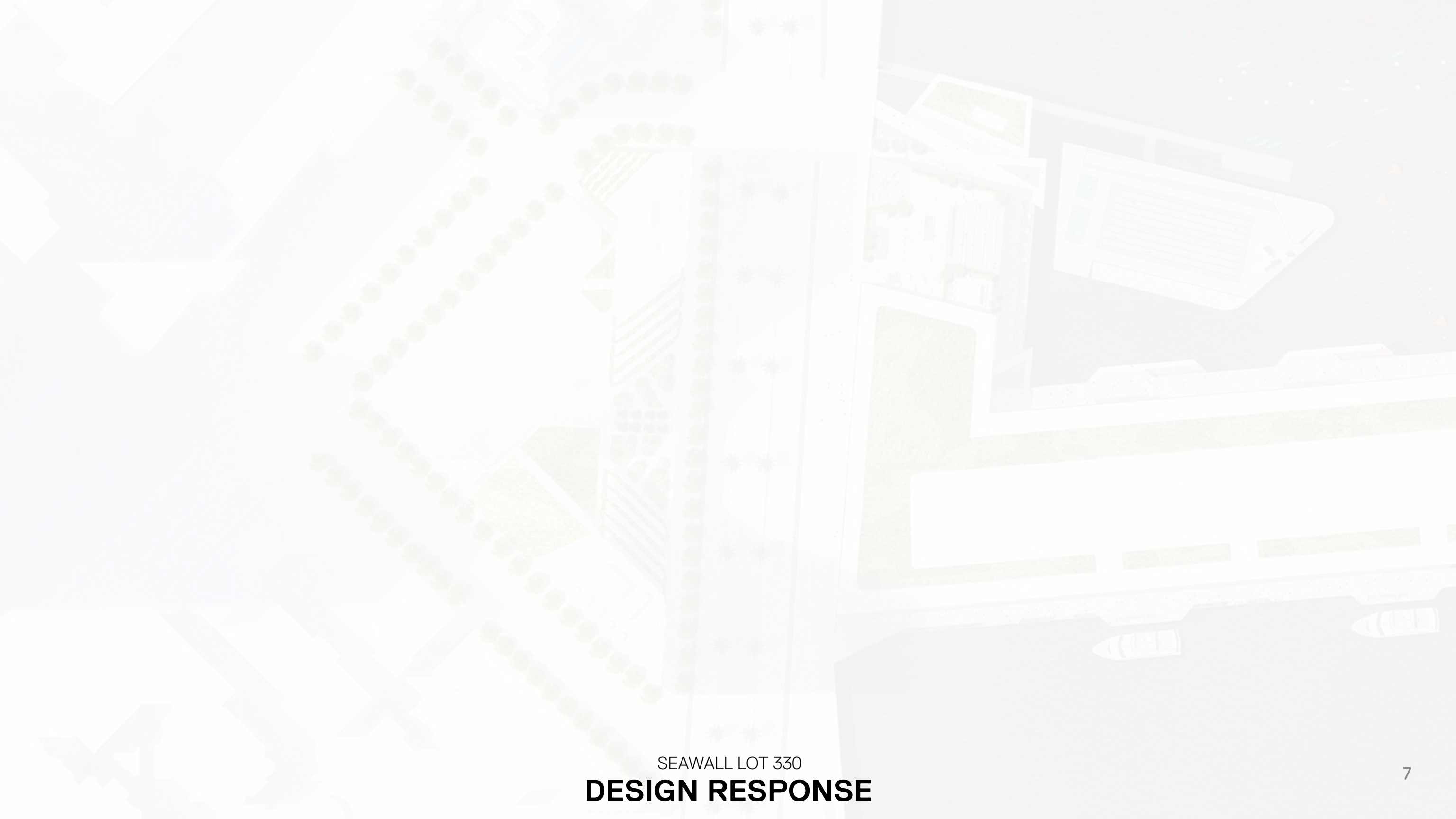
**3. MAXIMIZE VIEW CORRIDORS TO THE BAY**

**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

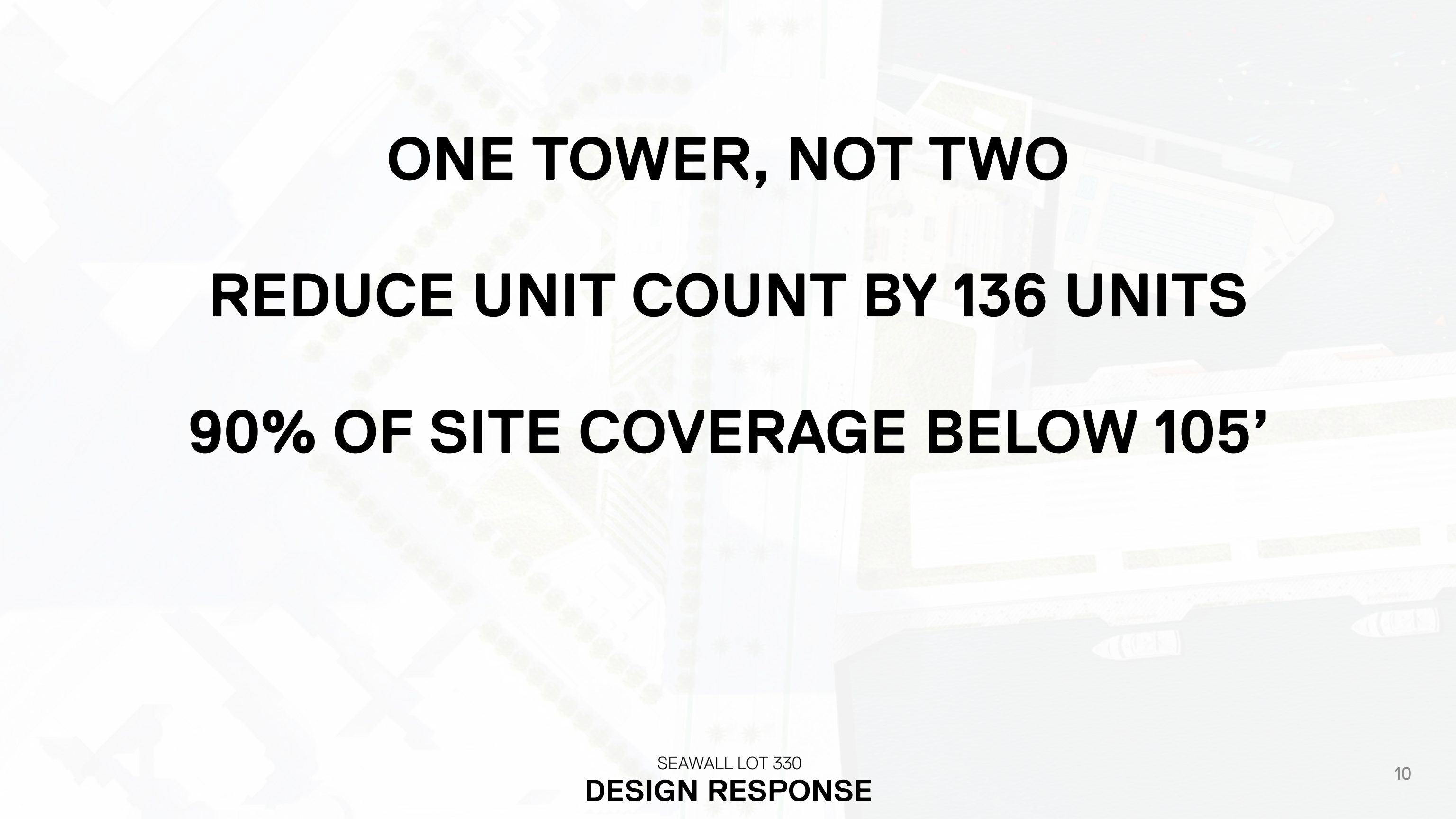
SEAWALL LOT 330

**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. The overall aesthetic is clean and professional, typical of an architectural presentation.

**ONE TOWER, NOT TWO**  
**REDUCE UNIT COUNT BY 136 UNITS**

The background of the slide is a faint, light-colored architectural site plan or floor plan. It shows various building footprints, corridors, and outdoor spaces, rendered in a semi-transparent style that allows the text to be clearly visible.

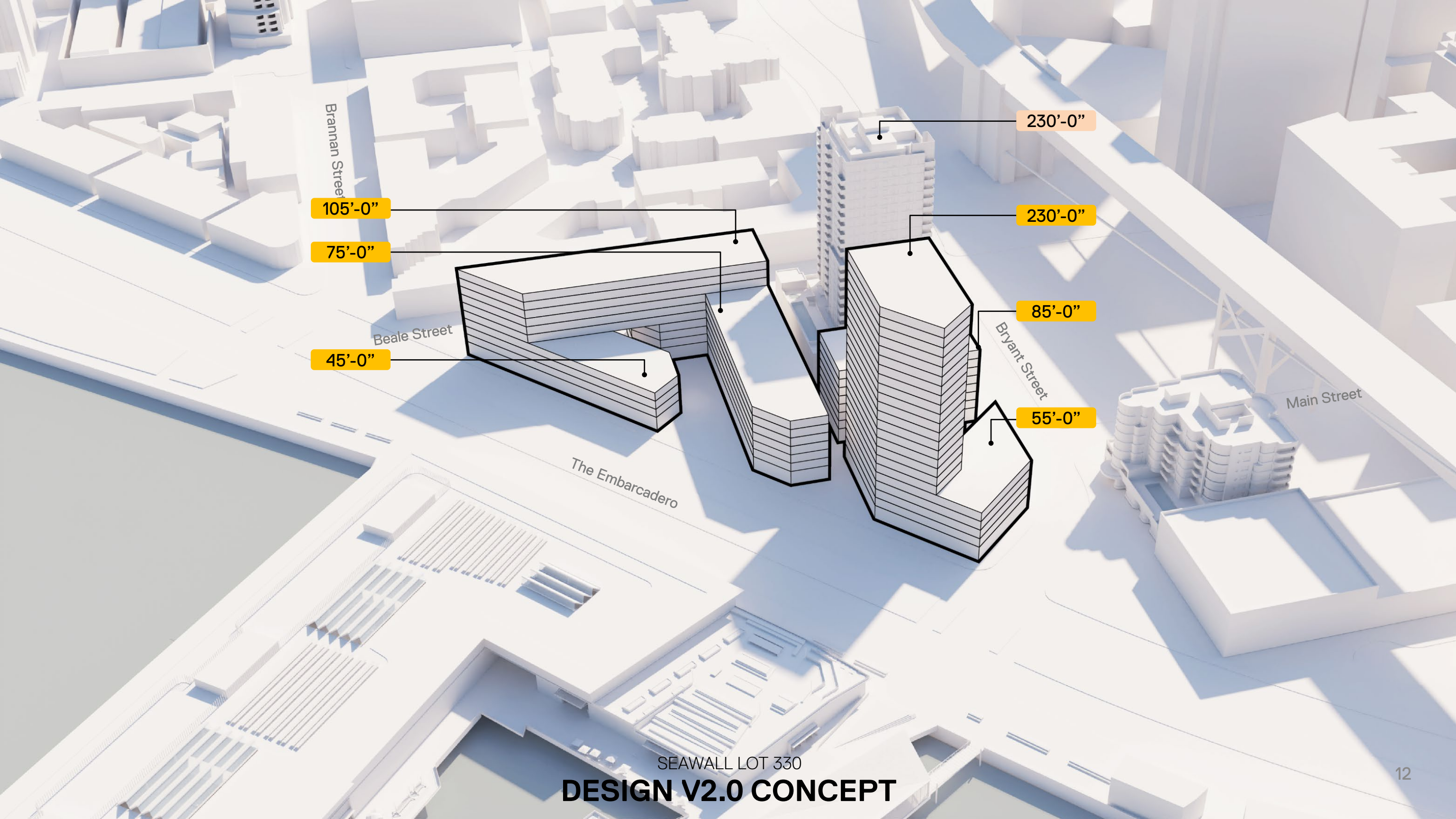
**ONE TOWER, NOT TWO**  
**REDUCE UNIT COUNT BY 136 UNITS**  
**90% OF SITE COVERAGE BELOW 105'**

**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"

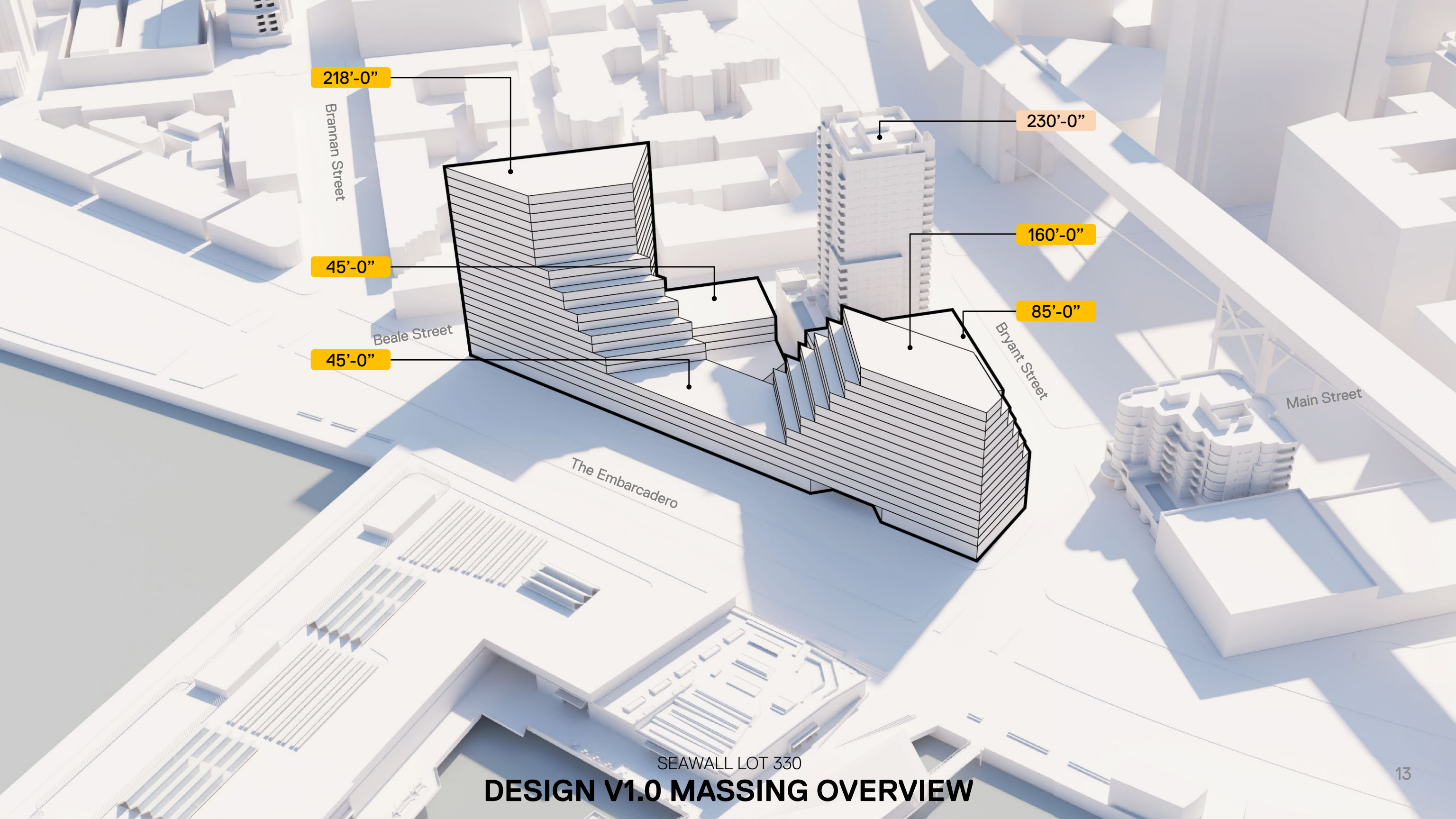
55'-0"

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

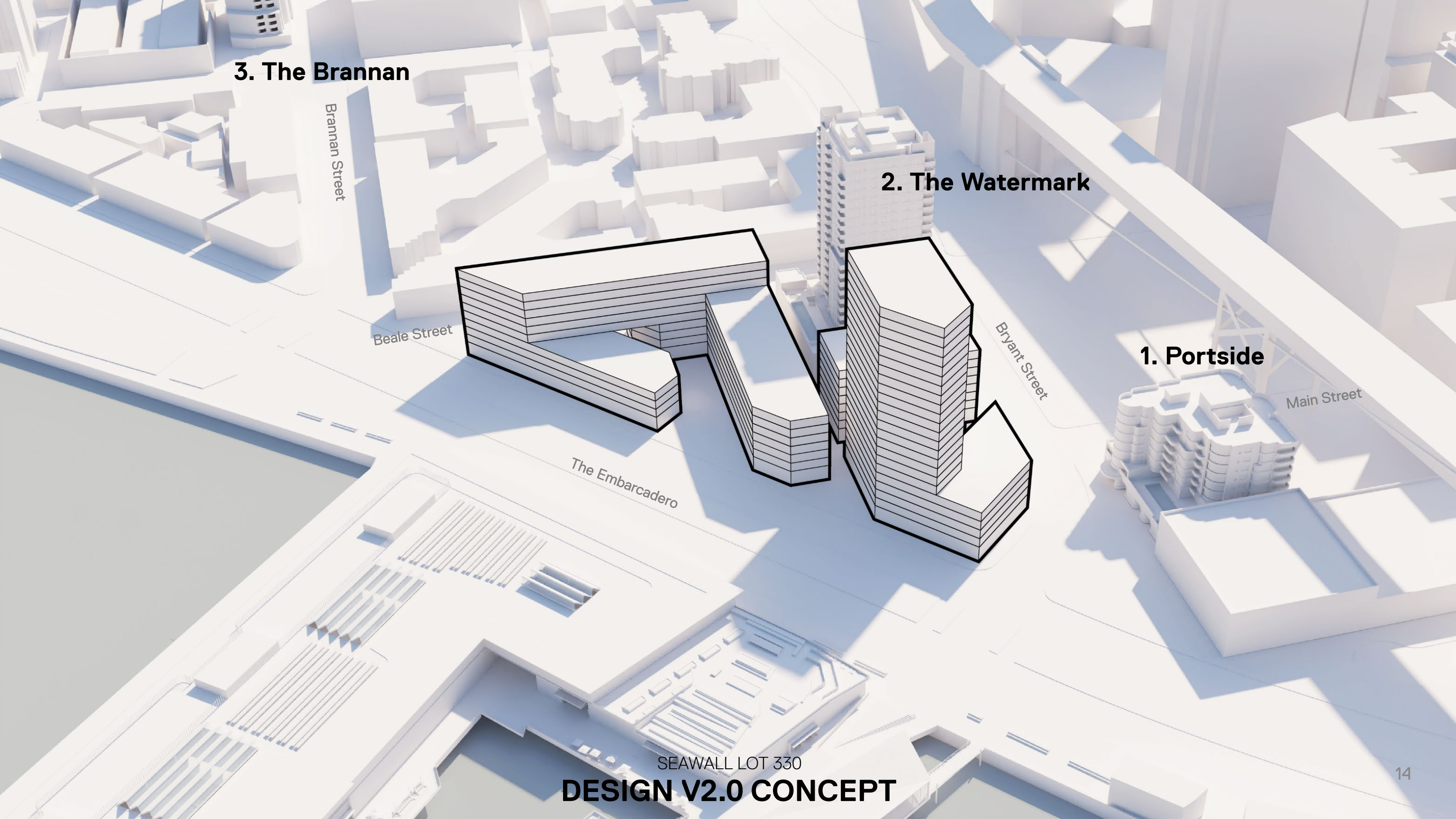
Bryant Street

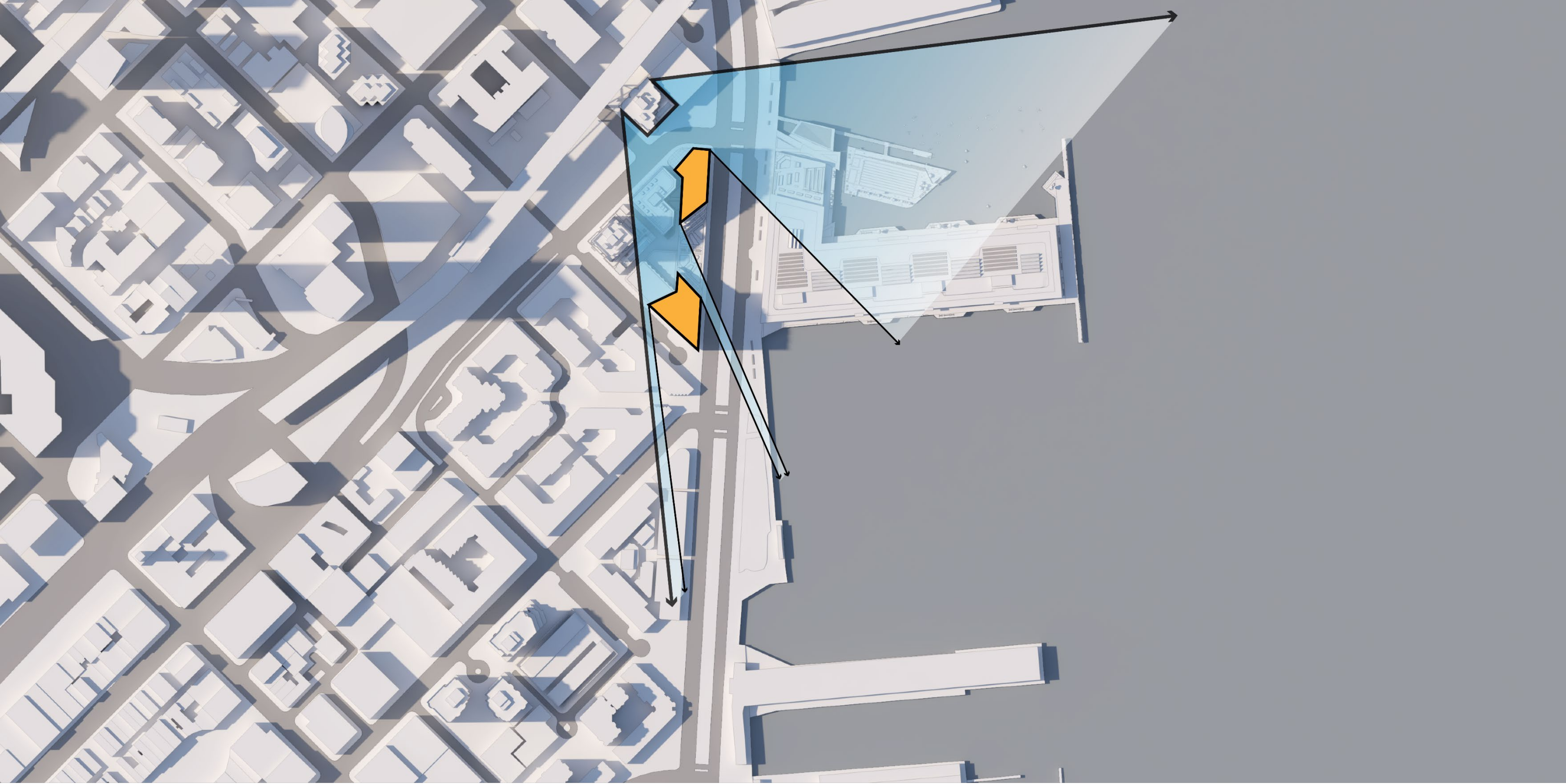
**1. Portside**

Main Street

SEAWALL LOT 330

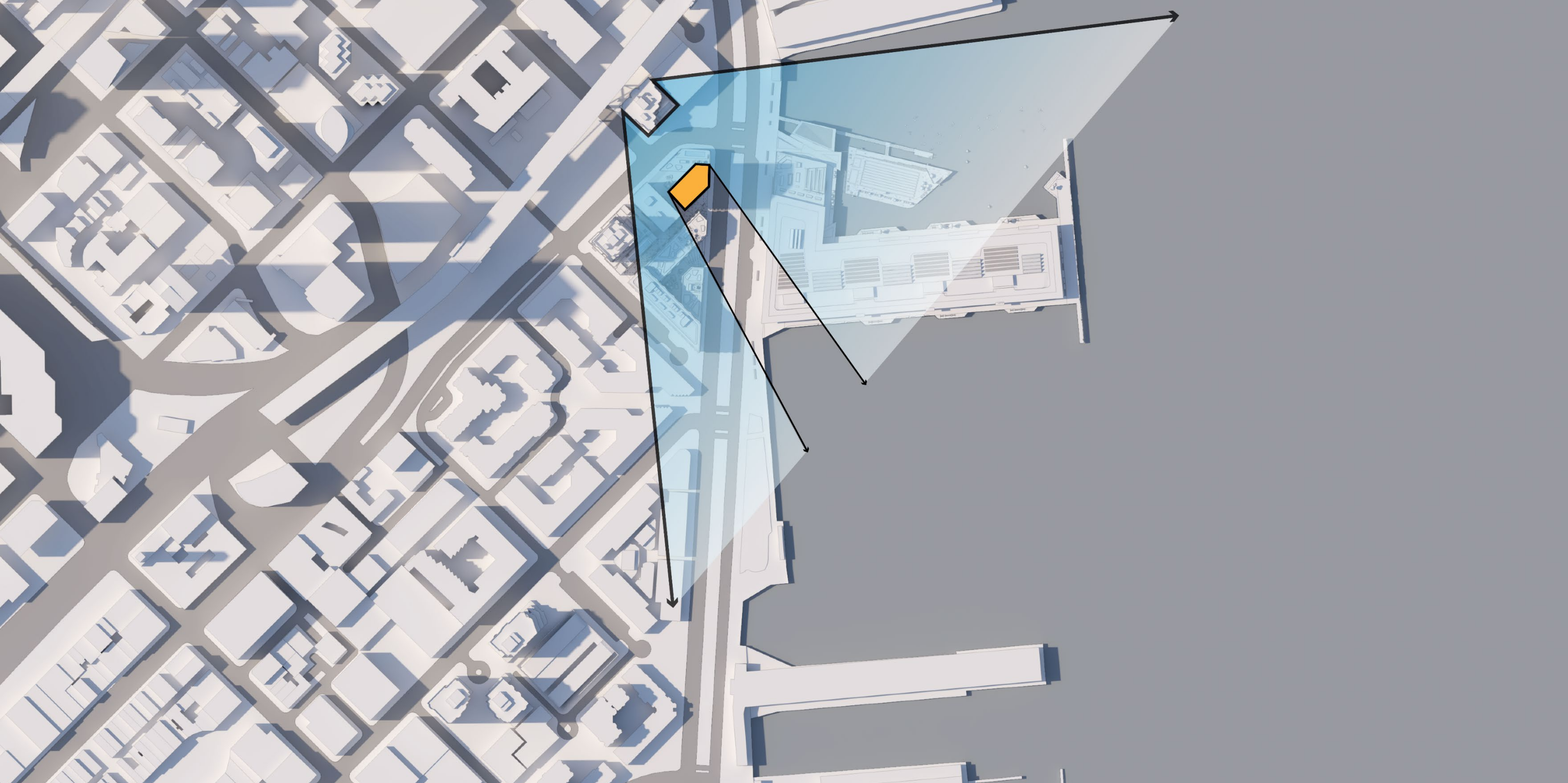
**DESIGN V2.0 CONCEPT**





SEAWALL LOT 330

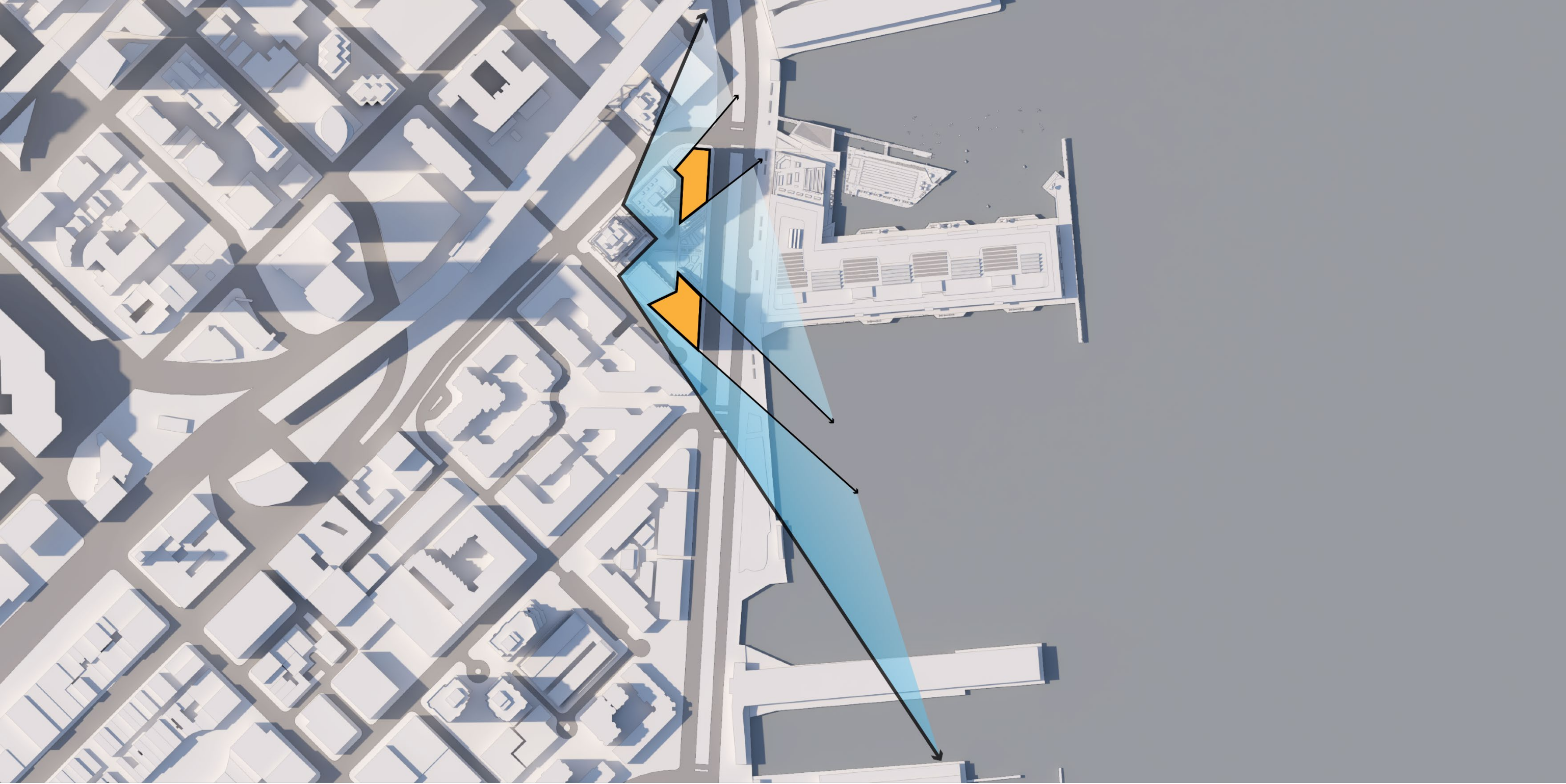
# RFP MASSING VIEW CORRIDORS – PORTSIDE



SEAWALL LOT 330

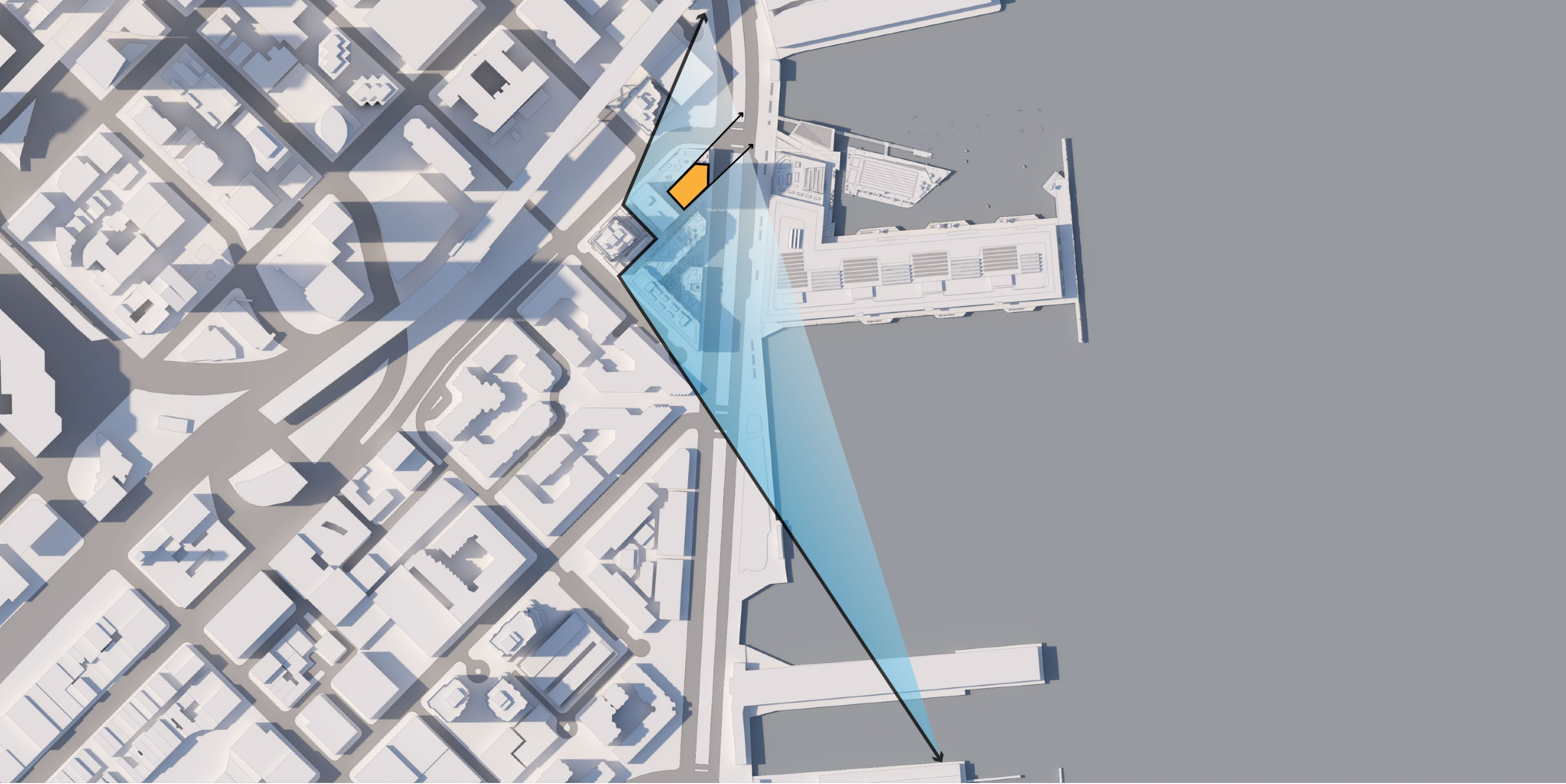
# OPTIMIZING VIEW CORRIDORS DESIGN V2.0 – PORTSIDE





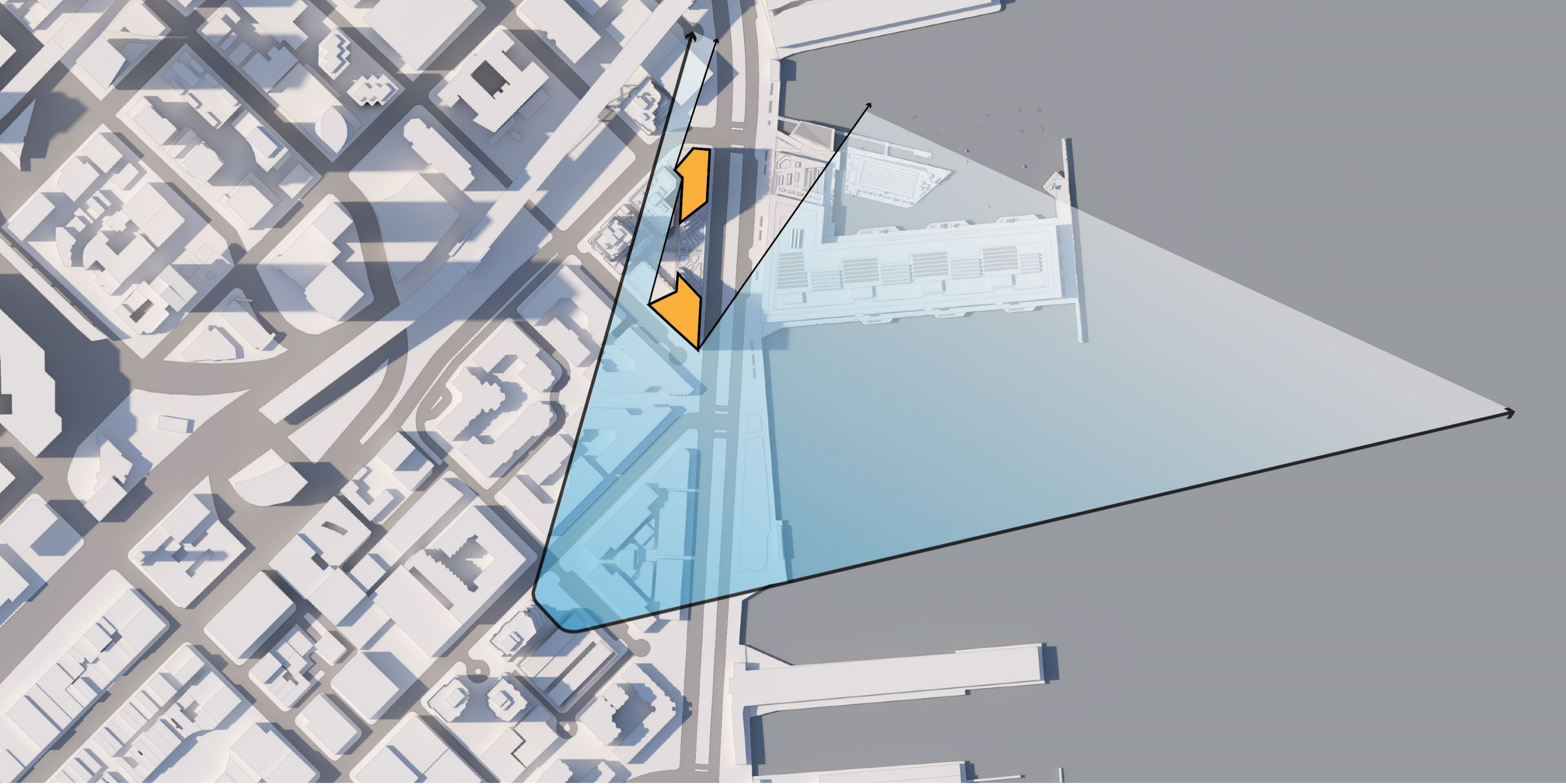
SEAWALL LOT 330

# RFP MASSING VIEW CORRIDORS – THE WATERMARK



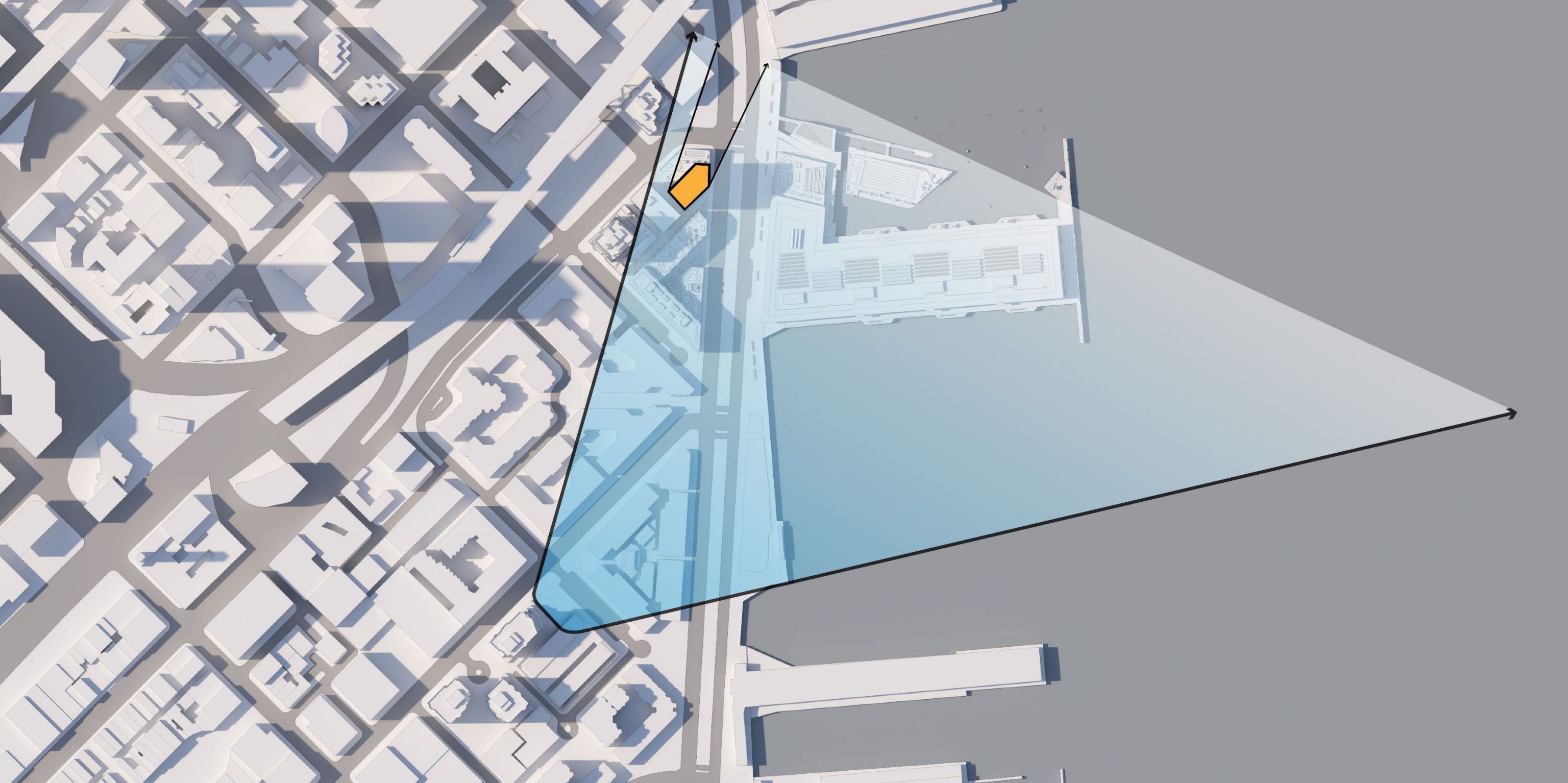
SEAWALL LOT 330

# OPTIMIZING VIEW CORRIDORS DESIGN V2.0 – THE WATERMARK



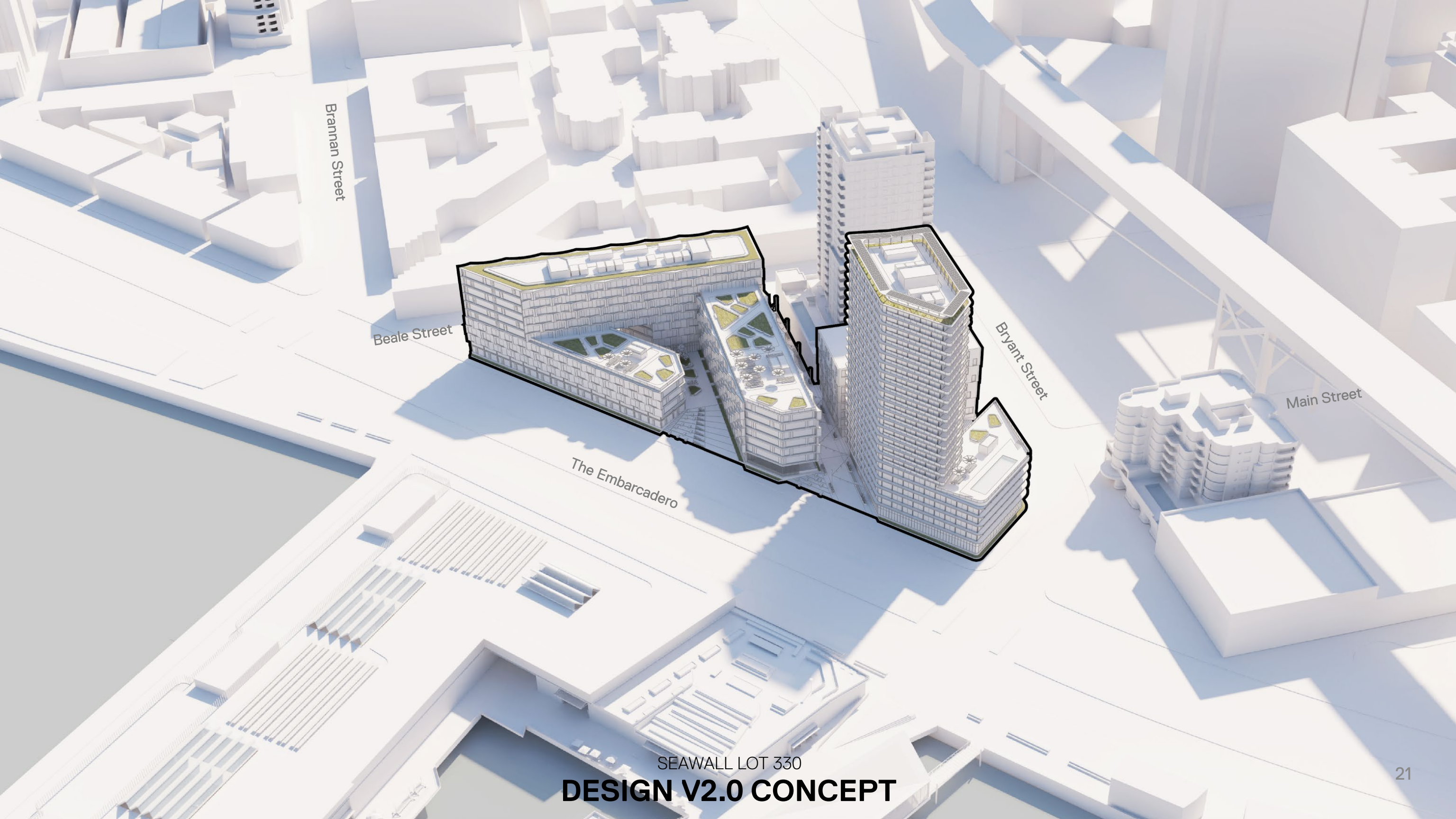
SEAWALL LOT 330

# RFP MASSING VIEW CORRIDORS – THE BRANNAN



SEAWALL LOT 330

# OPTIMIZING VIEW CORRIDORS DESIGN V2.0 – THE BRANNAN



Brannan Street

Beale Street

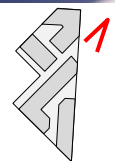
The Embarcadero

Bryant Street

Main Street

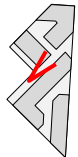
SEAWALL LOT 330

**DESIGN V2.0 CONCEPT**



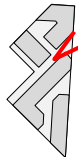
SEAWALL LOT 330

# ENHANCE GROUND LEVEL ACTIVATION



SEAWALL LOT 330

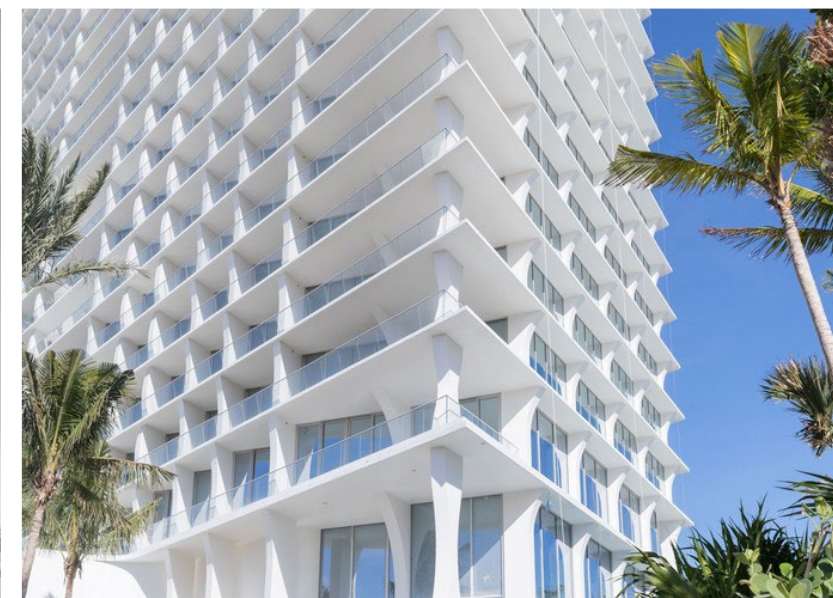
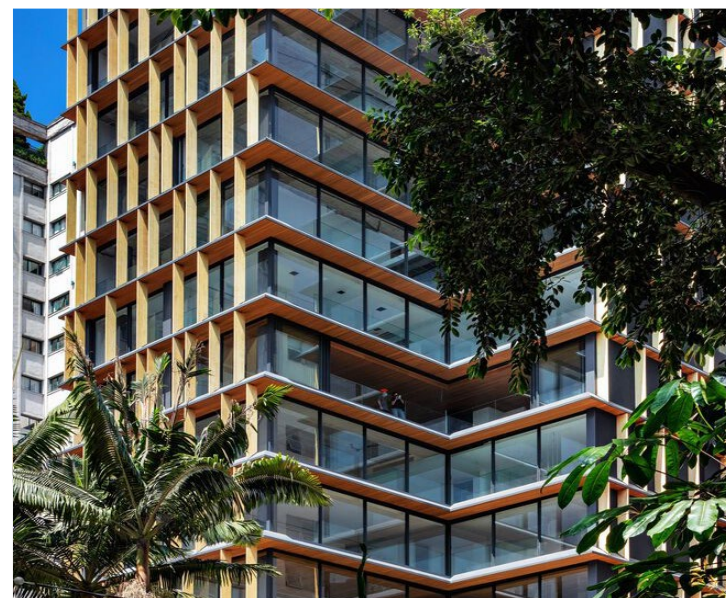
# IMPROVE NEIGHBORHOOD CONNECTIVITY



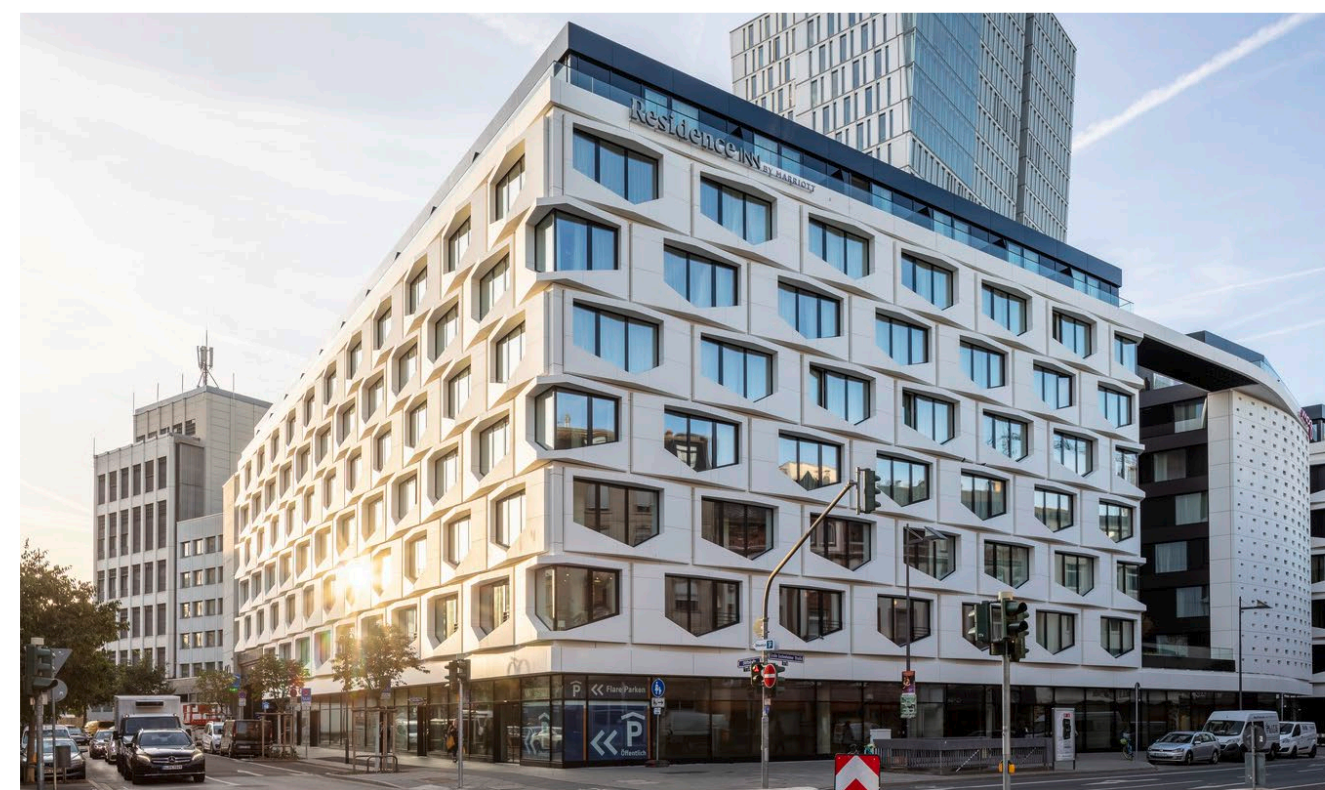
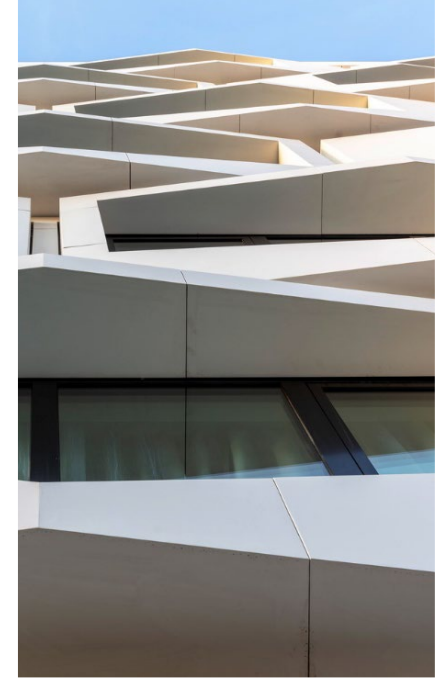
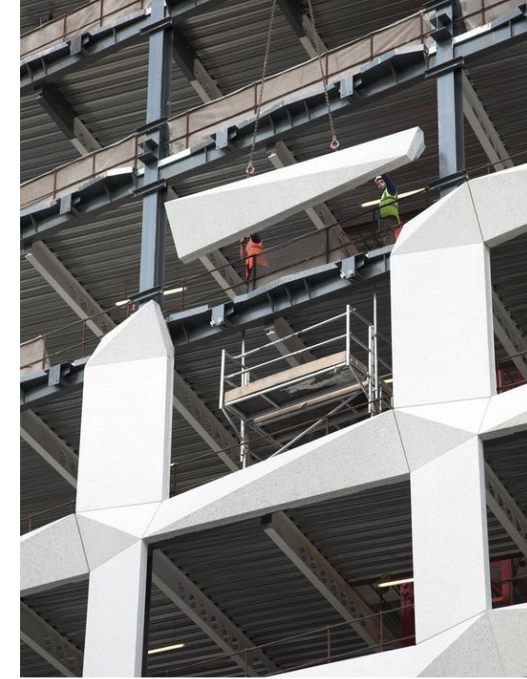
SEAWALL LOT 330

# IMPROVE NEIGHBORHOOD CONNECTIVITY





SEAWALL LOT 330  
**BUILDING IDENTITY - TOWER**

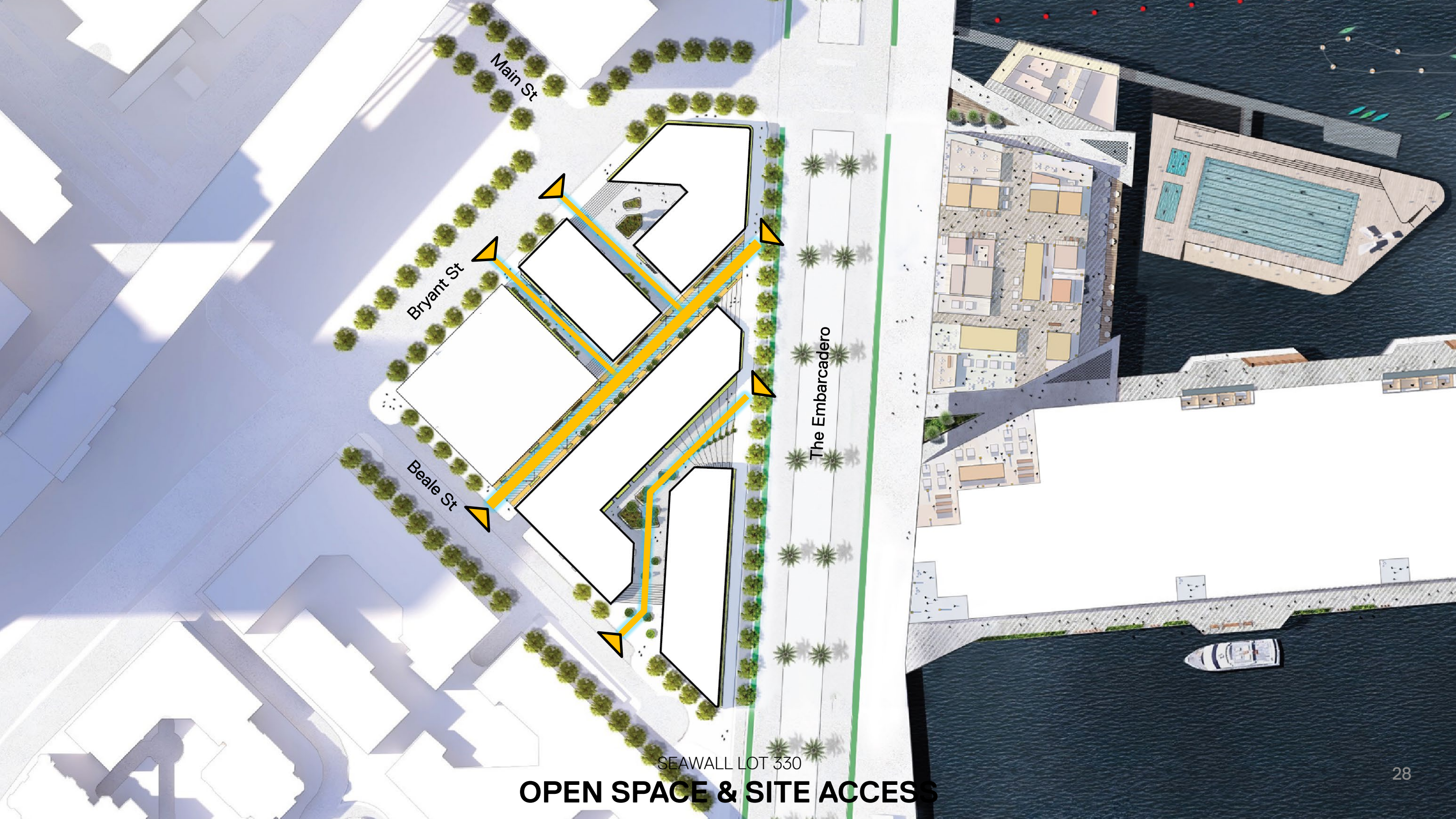


SEAWALL LOT 330  
**BUILDING IDENTITY - MID-RISE BLOCK**



SEAWALL LOT 330

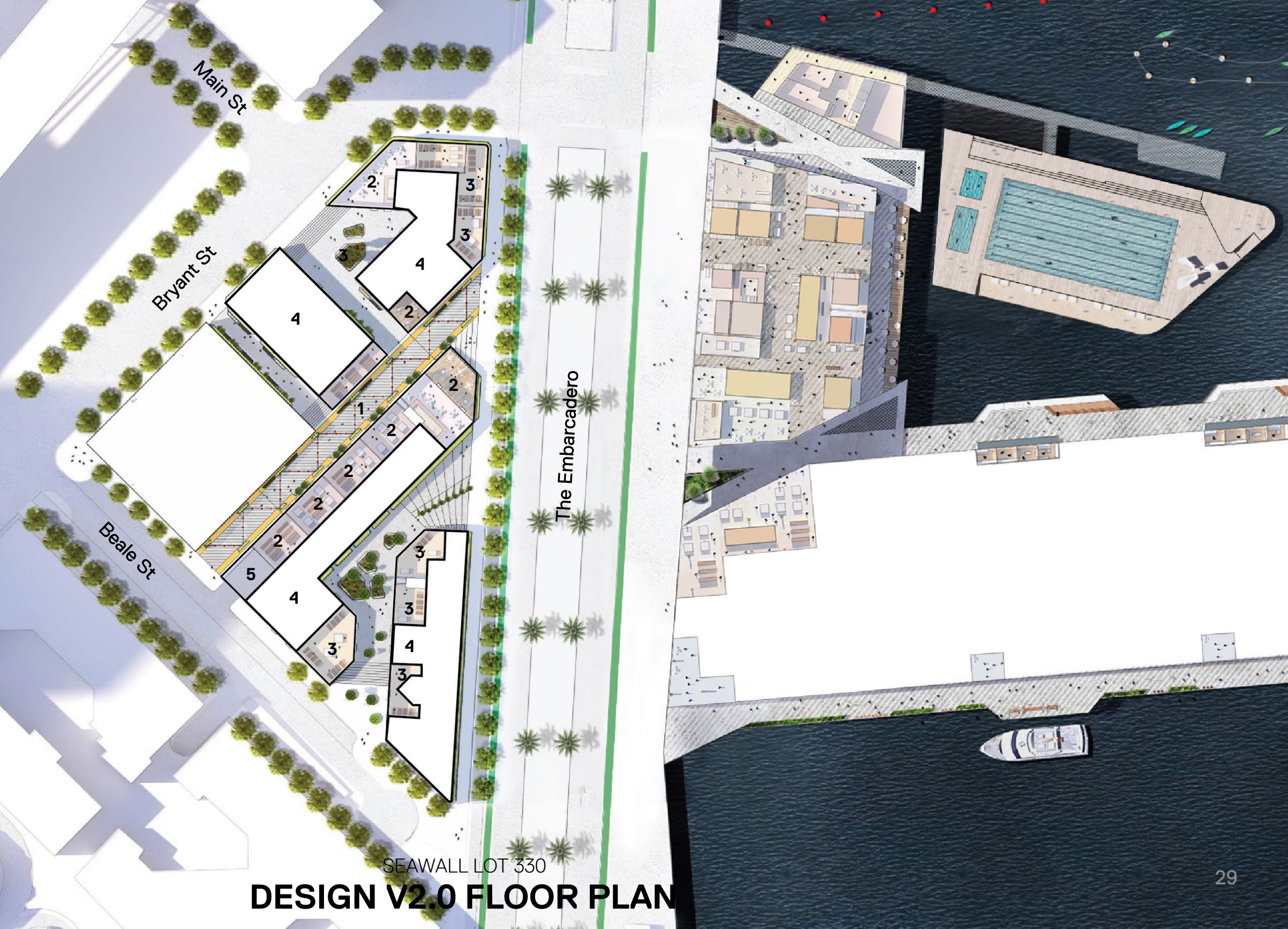
# BUILDING IDENTITY – PUBLIC PASEO



SEAWALL LOT 330  
**OPEN SPACE & SITE ACCESS**

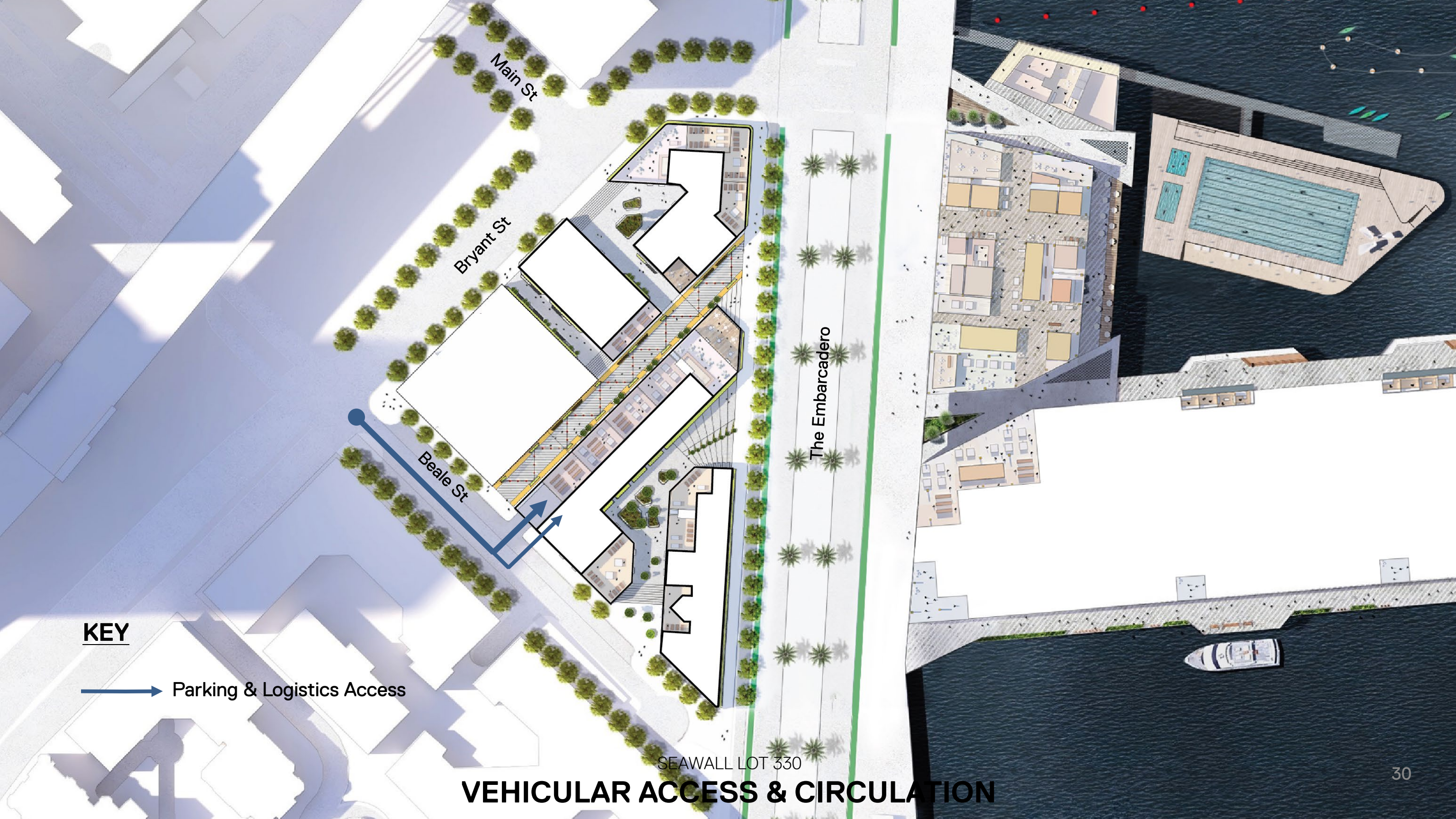
# SWL 330

- 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

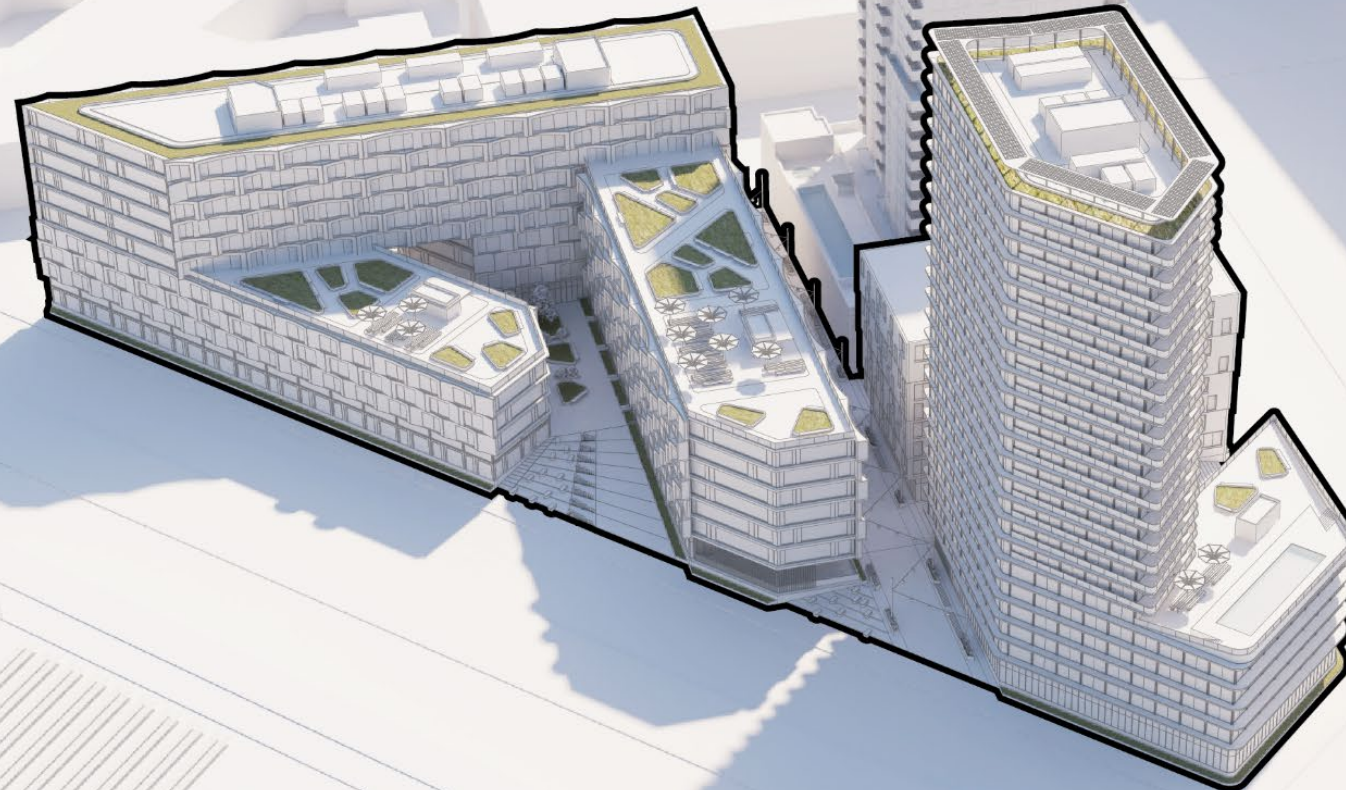
**+16,500 SF**

(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



# CONTACT

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