

NEMA

MADE IN SAN FRANCISCO

TECH-SAVVY AND DESIGN-DRIVEN, NEMA IS A **NEXT GENERATION LUXURY RESIDENTIAL COMMUNITY** AT THE FOREFRONT OF SAN FRANCISCO'S DYNAMIC MID-MARKET NEIGHBORHOOD RENAISSANCE. EVERY ASPECT OF NEMA'S DESIGN, FROM ITS ANGULAR GLASS FAÇADE THAT RECALLS THE SILVERY TONES OF THE PACIFIC COASTLINE TO **CASUALLY SOPHISTICATED INTERIORS** REMINISCENT OF NAPA VALLEY WINERIES, IS INSPIRED BY THE UNIQUE GEOGRAPHY AND **INIMITABLE STYLE OF NORTHERN CALIFORNIA.**

Outside the lobby entrances, NEMA's innovative public art plaza features etchings of local waterways and the surrounding street grid, sculpture crafted from two monumental pieces of stone, and indigenous trees and plants. Throughout NEMA, an expansive array of beautifully designed indoor and outdoor amenities and an unparalleled range of services offer residents the best of the authentic San Francisco lifestyle every day.

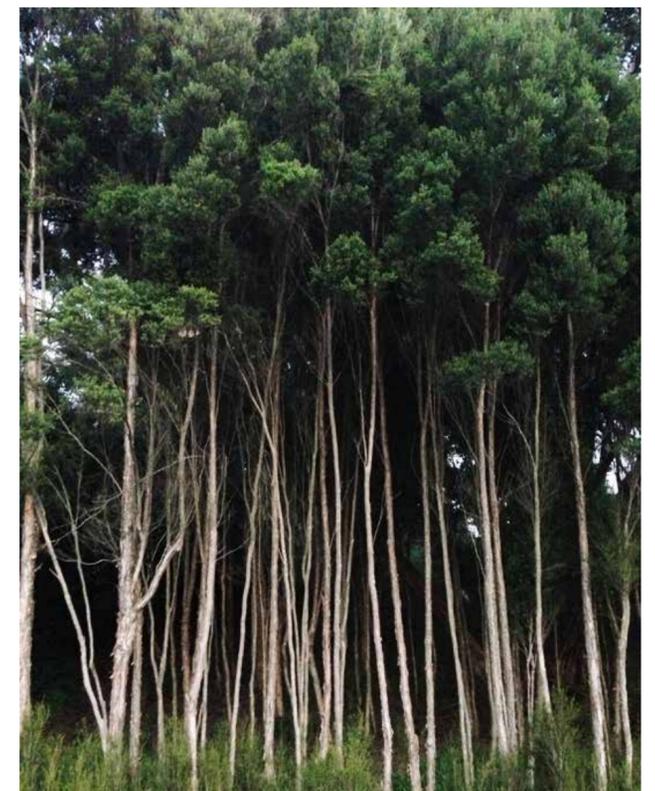
A pioneer in a city that loves to be a cultural pioneer, NEMA joins many high-profile technology companies making transformative investments along Market Street in Mid-Market, as well as upscale retail stores, hip restaurants, boutique hotels, and arts organizations that are establishing new locations in the neighborhood. Here, NEMA's residents will find themselves at the heart of the excitement in a trend-setting community that truly is "Made in San Francisco."

BUILDING

WORLD-CLASS MODERN ARCHITECTURE

MULTI-FACETED GLASS AND DARK METAL REFLECT THE LIGHT OF THE SKY AND RECALL THE SILVERY TONES OF THE PACIFIC COASTLINE

Designed by Glenn Rescalvo, partner of Handel Architects, NEMA's four linked towers range from 10 to 37 stories, creating a dynamic modern silhouette in the San Francisco skyline. Façades composed of multi-faceted glass and dark metal reflect the light of the sky and recall the silvery tones of the Pacific coastline. At the street level, floor-to-ceiling glass retail storefronts make the towers above appear as if they are floating. Residents enter either of two private lobbies via large landscaped plazas on 10th Street.



GREEN FROM THE GROUND UP

DESIGNED TO ACHIEVE LEED SILVER CERTIFICATION FROM THE U.S. GREEN BUILDING COUNCIL

NEMA aims to be a responsible member of the community with a whole host of features that minimize our impact on the planet and make everyday life just a little bit better. From interiors designed with low-emitting and recycled materials to landscaped rooftops that minimize the Heat Island Effect, NEMA is environmentally friendly inside and out.



SOUTH LOBBY

NORTH AND SOUTH LOBBIES

TWO 24/7 STAFFED LOBBIES BRING ZEN TRANQUILITY TOGETHER WITH MISSION CONTROL CAPABILITIES

From helpful staff and elegant design to high-tech amenities, NEMA's North and South Lobbies create the perfect transition between your city and your private community.

Residents enter the airy North Lobby via the public art plaza along a granite pathway that leads from the curb through the glass doors to ultimately merge seamlessly into the sculptural granite concierge desk. A floor-to-ceiling glass wall with views onto the plaza brings in abundant natural light and creates a visual connection with the soothing green tones of the outdoor landscaping. The intimate South

Lobby, entered via 10th Street, features a commissioned artwork inspired by the phrase "Made In San Francisco."

Step inside either lobby and find that the mood is always resonant with the time of day—brighter lighting and more energetic background music in the early hours, softer lighting and more chilled out tunes in the evening. Both lobbies are equipped with digital device charging stations, digital touch screen messaging boards, and Wi-Fi coverage.

Residents and visitors will feel at ease relaxing on an eclectic collection of furnishings sourced primarily from California-based companies and craftspeople. A mix of contemporary and stylized traditional sofas, chairs and tables are designed in soft leathers, exotic and reclaimed wood, and rich textiles. Floor, table, and pendant lamps complement the ambient lighting and create a cozy feeling.



NORTH LOBBY

INDOOR AND OUTDOOR AMENITY SPACES

HIGH-DESIGN HYBRID

NEMA'S AMENITY SPACES ARE DESIGNED AROUND FRESH AIR, NATURAL LIGHT, AND CREATURE COMFORTS

NEMA offers 30,000 square feet of beautifully designed indoor and outdoor amenities for fitness, fun, collaboration, contemplation and total relaxation. Two spacious lobbies, three landscaped terraces, and the Club Solarium are casual, comfortable and sophisticated—just like the city that inspired them. Fitness spaces are designed with state-of-the-art equipment, defined workout areas, and tons of natural light. All amenity spaces feature ambient music, free Wi-Fi, and charging stations with USB ports.

URBAN, BACKYARD, AND SKYLINE TERRACES

All three of NEMA's terraces offer landscape design that is not only inspired by Northern California's greatest natural escapes—Napa Valley, Big Sur, and Muir Woods among them—but also brings some of the region's indigenous plants and trees right into the city where residents can enjoy them every day.

Created as outdoor living spaces, the terraces feature contemporary furnishings by American design firms. In addition to sun beds and dining sets, there are comfortable sofas, armchairs and coffee tables that invite residents to relax completely and socialize with friends through the whole afternoon or evening. All terraces offer Wi-Fi and sound systems and are equipped with outdoor heaters for year-round and nighttime comfort.

The 3rd floor Urban Terrace, furnished with lounging areas and outdoor TVs, is NEMA's private urban park. Designed for fitness and socializing, it features a 60-foot heated lap pool with an environmentally friendly saline water treatment system, a large fire pit surrounded by cozy seating, and welcoming grassy areas.

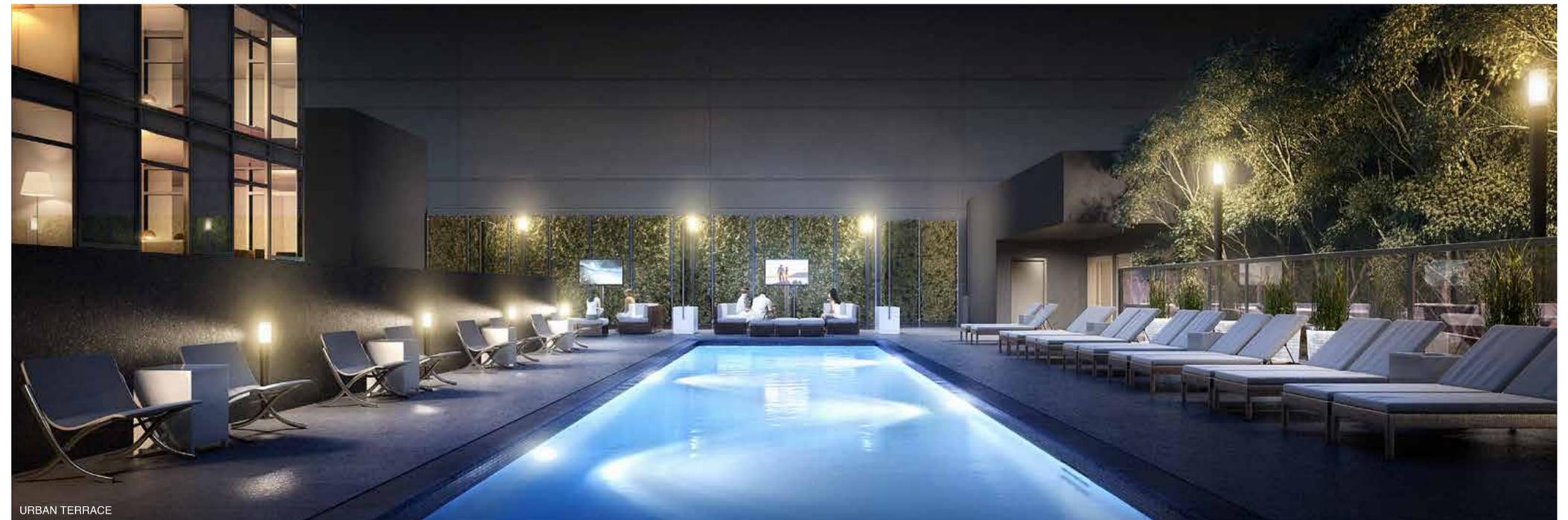
The Backyard Terrace on the 11th floor offers communal grills, outdoor TVs, and pavilions for dining and lounging, and living room-style seating areas.

At the 24th floor, the Skyline Terrace is a relaxing retreat with spectacular city and San Francisco Bay views that residents can enjoy while chilling out on comfortable sofas, chairs and sun beds.

THE WRIGHT FIT FITNESS CENTER

Designed by Jay Wright and The Wright Fit Design Team, and founded on the latest exercise science research, NEMA's functional and performance-based training fitness center offers a truly progressive approach to health and wellness.

Throughout the 7,000-square-foot facility, various areas offer open space for dynamic warm-ups and training movement patterns like walking lunges, and lateral exercises. State-of-the-art equipment includes sophisticated strength machines that liberate you from the fixed path of motion so you can fully engage multiple muscle groups,



URBAN TERRACE



THE WRIGHT FIT FITNESS CENTER

and Woodway treadmills with a patented design that minimizes impact on your joints. Free weights and "odd objects" are also key components in an environment tailored to enable you to do what your body has been designed to do—run, jump, climb, lift, and carry.

With dramatic murals of the California coastline, bleached wide-plank oak floors, and cardio equipment with integrated Internet and television, the fitness center is an inspired space for achieving your full physical potential.

ENERGY SOLARIUM

The 1,500-square-foot Energy Solarium, which opens onto the 3rd floor Urban Terrace via glass doors, is an airy light-filled space designed with bleached, wide plank oak floors. Residents will be able to practice all forms of yoga or participate in high-energy workouts with a view onto the greenery of the terrace landscaping.

THE SPA AT NEMA

NEMA's two spa treatment rooms, wrapped in textured wall covering and finished with a driftwood-colored oak floor, provide a tranquil atmosphere for massage and beauty treatments.

INDOOR AND OUTDOOR AMENITY SPACES

CLUB SOLARIUM

Set within NEMA's light-filled southern solarium, the Club Solarium is inspired by the sophisticated yet low-key atmosphere of Northern California wineries. Finishes and furnishings are done in supple leathers and linens, various types of wood, and natural stone.

Open and airy, the Club Solarium features an exposed ceiling structure with reclaimed barn wood beams and walls paneled in oak and reclaimed barn wood. A rustic central fireplace clad in stone is surrounded by several large comfortable seating groups for conversation or games. A 10-foot long communal table crafted from a single piece of reclaimed barn wood and sculpted tree-stump stools offer a casual space for collaborative work, a dinner party, or a wine tasting. Ideal for impromptu gatherings with friends and neighbors, the Clubroom is equipped with a 65-inch wide-screen television and movie library, a wet bar, and a kitchenette.

The Club Solarium can be reserved for private functions, and a wall of glass doors folds back giving seamless access to the 3rd floor Urban Terrace.



CLUB SOLARIUM

SERVICES

FULLY WIRED

EFFICIENT, ENGAGED, AND FULLY WIRED FOR SEAMLESS ACCESS TO EVERYTHING YOU NEED — THIS IS THE NEMA APPROACH TO A TECH-SAVVY LIFESTYLE

Bringing cutting-edge digital lifestyle amenities into the residential sphere, NEMA is among those leading the transformation of San Francisco's Mid-Market neighborhood into a 24/7 hub of technology and innovation.

All common areas, from the residential lobbies to the indoor and outdoor amenity spaces, are equipped with free Wi-Fi and charging stations with USB ports, and the building has digital antennas to ensure cell phone coverage throughout. An integrated sound system in each amenity space offers music selected to match the mood and ambiance of the various areas at different times of the day and night.

Destination-entry smart elevators reduce waiting time in elevator vestibules and speed journeys between amenity spaces and residences. Guests visiting NEMA residents sign in on digital tablets, and residents are alerted via text when packages or deliveries arrive or the valet has their car ready for pick-up.

NEMA's Resident Portal facilitates 24/7 access to a whole host of lifestyle enhancements, including the ability to reserve amenity spaces, request services, connect with other residents socially, and join in events being hosted throughout the building. It also streamlines communication with property management, enabling residents to submit work orders online, track packages, pay rent, and make special requests.

ACCESS, INFO & AMBIANCE

- Controlled access to the building, amenity spaces, and elevators
- Destination-entry smart elevators
- Digital touch screen message boards
- Digital tablet sign-in for visitors
- Amenity space music

RESIDENT PORTAL

- Submit work orders online
- Track packages
- Pay rent
- Communicate with management

DEVICE-FRIENDLY AMENITIES

- Digital antenna system (cell reception)
- Wi-Fi in all amenity spaces
- Charging stations with USB ports

IN-RESIDENCE TECHNOLOGY

- Keyless entry doors
- Fiber optic cable
- Pre-wired for TV, Internet (fiber), and telephones
- Programmable thermostat with zoned heating

FULLY SERVED

A VAST ARRAY OF SERVICES DESIGNED TO MAKE EVERYDAY LIFE IN SAN FRANCISCO EVEN MORE ENJOYABLE

NEMA is all about service with a human smile and time-saving resources designed to make everyday life more enjoyable. Personal services include everything from laundry and dry cleaning to housekeeping, dog walking and childcare. Onsite bike storage and repair, an onsite parking garage with valet service, car share availability, and car charging stations cater to various transportation preferences. Organized outings to Napa Valley and Lake Tahoe make it easy for residents to visit regional attractions, while deliveries from local wineries and organic farms bring the best of the region right to NEMA. For people who work from home or have occasional work-related needs, NEMA's Business Lounge is equipped with Apple computers, printers, fax machines, and scanners.

KEEPING IT CLEAN & ORGANIZED

- Laundry facility with text alerts
- Dry cleaning service
- Housekeeping
- Dog wash & grooming
- Resident storage

BICYCLE AMENITIES

- Repair
- Storage

CAR AMENITIES

- Valet parking
- Car wash
- Car charging stations
- Car share

PERSONAL ASSISTANCE

- 24/7 concierge
- Porter
- Personal shopping
- Notary public
- Dog-walking
- Childcare

BUSINESS CENTER

- Apple computers
- Printers, fax machines, scanners
- Board room with mondopad touchscreen with computer hook-ups and voice over IP phone

ORGANIZED OUTINGS

- Ski bus to Lake Tahoe
- Tasting bus to Napa Valley

FOOD & WINE

- Local organic farm delivery
- Local winery delivery
- Vending machines
- Daily snacks and refreshments

Certain services and amenities will have fees associated with them.

ART AT NEMA

THE FOREST FOR THE TREES

NEMA'S PUBLIC ART PLAZA BRINGS CALIFORNIA'S NATURAL LANDSCAPE INTO THE URBAN CONTEXT AND CREATES ROOM TO BREATHE IN THE MIDST OF THE CITY HUSTLE

Designed by San Francisco-based artist Topher Delaney, NEMA's public art plaza, named "The Forest For The Trees" for its meditative spirit, is layered with cartography-inspired artwork, monumental stone sculptures, and greenery indigenous to Northern California. Within the plaza at 10th and Market Streets, two vector-shaped pathways, made from granite sourced from Northern California's

Raymond and Academy Black quarries, are etched with stylized versions of the California coastline and the Sacramento River that lead people through a landscaped garden and up to the glass façade of the North Tower. Concrete paving surrounding the pathways is etched with the grid of streets that connects NEMA to nearby neighborhoods.

The Whispering Sculpture, crafted from two monumental blocks of stone, invites people to face and interact with geology. A person who faces one stone and whispers to it will be heard by another person facing the second stone.

A regional species of the Aspen tree is planted throughout the plaza and down 10th Street, creating a green corridor to NEMA's North Tower entrance. There, a third etched granite pathway guides residents and visitors from the curb through the lobby doors and up to the sculpted granite concierge desk, connecting public to private, outdoors to indoors, nature to culture.

THE JAPANESE ART OF BASKETRY

DELANEY'S FAÇADE INSTALLATION RENDERS THE SUBTLE PATTERNS OF TRADITIONAL JAPANESE BASKETS ON A GRAND SCALE

Conceiving NEMA as a receptacle for living, Topher Delaney has designed an intricate pattern inspired by traditional Japanese baskets for the façade of the South Tower.

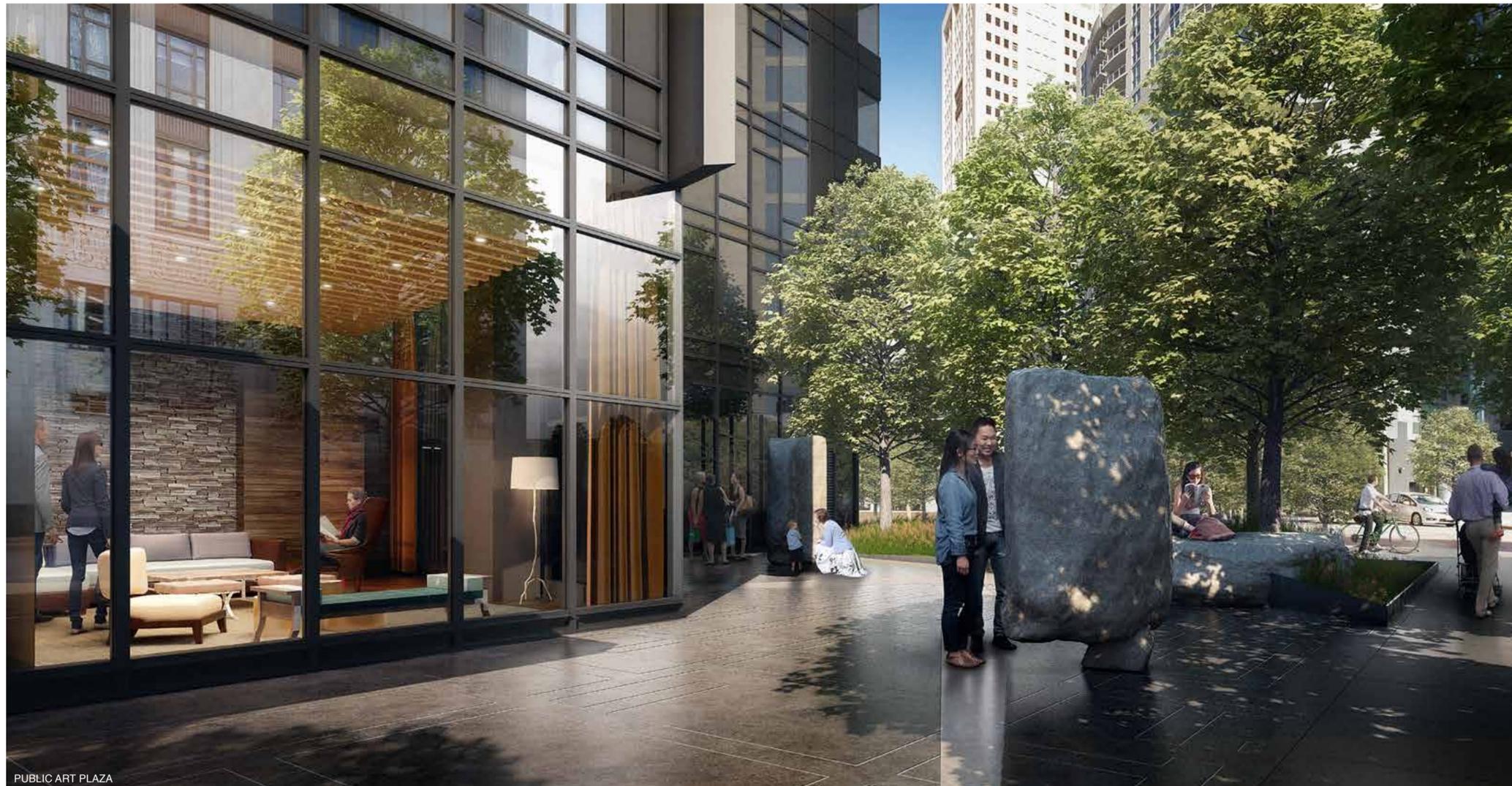
Tightly woven into precise geometric patterns, yet softened by arcs and curves, hand-woven Japanese baskets convey strength tempered by humanity. Delaney's interpretation for the façade renders these subtleties on a grand scale, taking into account the shapes and visual rhythm of NEMA's tower architecture and its relationship to surrounding buildings. Visible from the public art plaza, the canted planes of the textured façade create gentle shadows that shift throughout the day and from season to season.

A CELEBRATION OF NORTHERN CALIFORNIA

CONTEMPORARY WORKS BY EMERGING AND MID-CAREER ARTISTS COMPLEMENT NEMA'S WARM INTERIORS

Throughout the amenity spaces, NEMA displays a collection of contemporary art curated by Maria Di Grande Art Consulting, and created primarily by emerging and mid-career artists working in and around the San Francisco Bay area. While most of the work comes from artists' existing collections, NEMA has commissioned Graham Gillmore to create a single monumental work for the South Tower lobby inspired by the phrase "Made in San Francisco."

The collection, which includes paintings and photography, is a celebration of the style and talent of Northern California. The various works of art will complement NEMA's warm, contemporary interiors, which recall the soft-toned hillsides, silver-grey beaches, and casually sophisticated lifestyle unique to the region. QR codes placed near each piece will give details about the artist and the artwork.



PUBLIC ART PLAZA

RESIDENCES

STATE-OF-THE ART INTERIORS

A MODERN TAKE ON CLASSIC NORTHERN CALIFORNIA STYLE

Newly constructed residences, which range from studios to two-bedrooms, have interiors resonant of the soft silvers and driftwood tones of San Francisco. Most offer magnificent views from oversized windows, and some have private terraces. Every residence features sleek modern finishes, including polished concrete or wood floors, stainless steel kitchen appliances and European bath fixtures. In-residence technology includes secure keyless entry doors, fiber optic cable, and programmable thermostats with zoned heating.

Moving into NEMA is spectacularly simple. From paperless leasing to detail-oriented move-in coordination and the availability of professionals to install furnishings and electronics, it's a seamless transition. NEMA can recommend a number of excellent interior designers to help residents create a new look for their new home.

IN EVERY RESIDENCE

- Polished concrete or wood floors
- Washer & dryer
- Spacious closets
- Solid core doors
- Roller shades

KITCHENS

- Quartz countertops
- Slow close kitchen drawers
- Stainless steel appliances
- Garbage disposal

BATHS

- Soaking tub
- Hansgrohe faucets

PREMIUM RESIDENCE FEATURES*

- Private balcony
- Gas stove
- Wine refrigerator

*Only in select residences

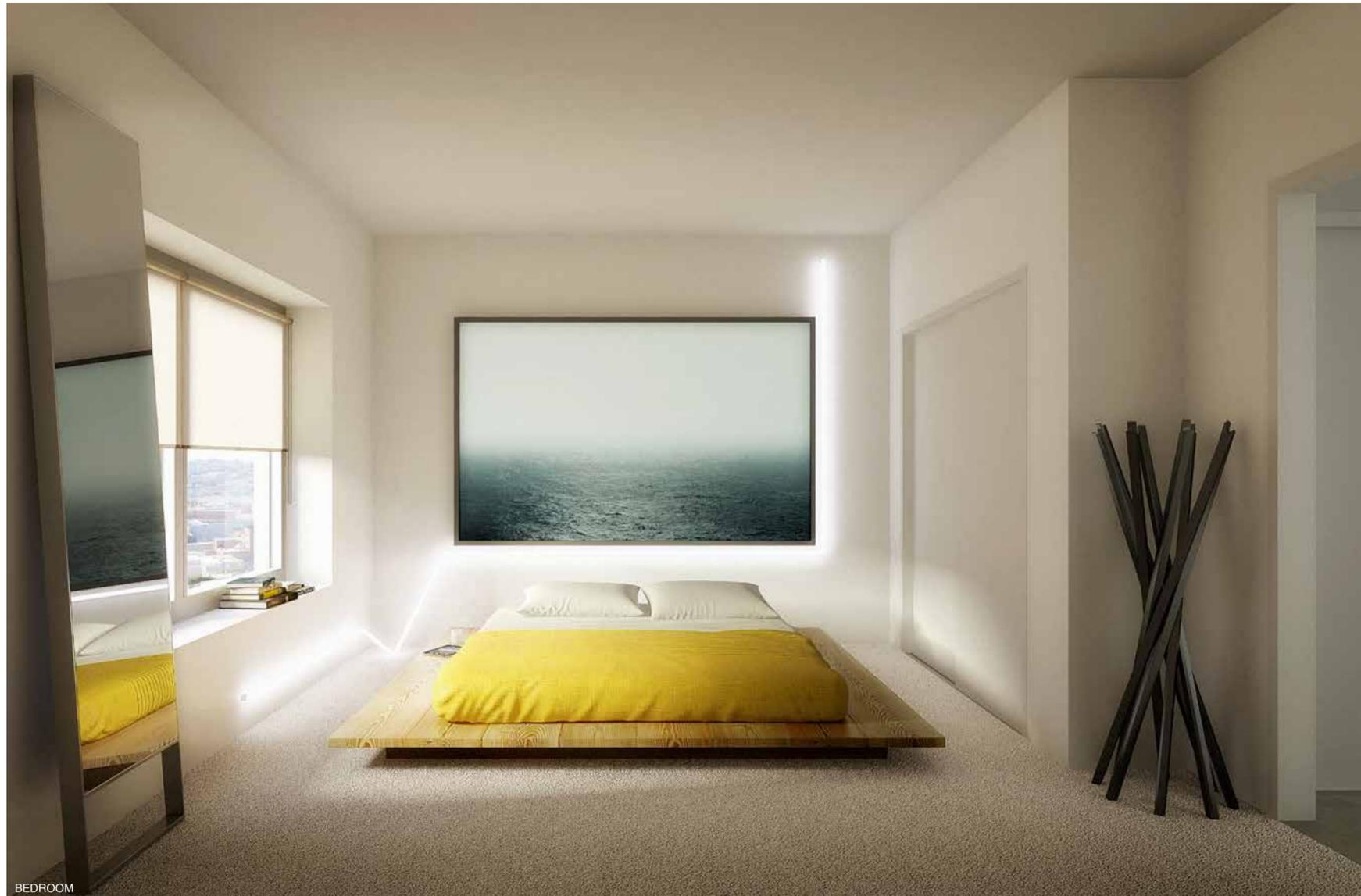
MOVE-IN & DESIGN SERVICES

- Move-in coordination
- Interior design consultations
- Installation of furnishings and electronics

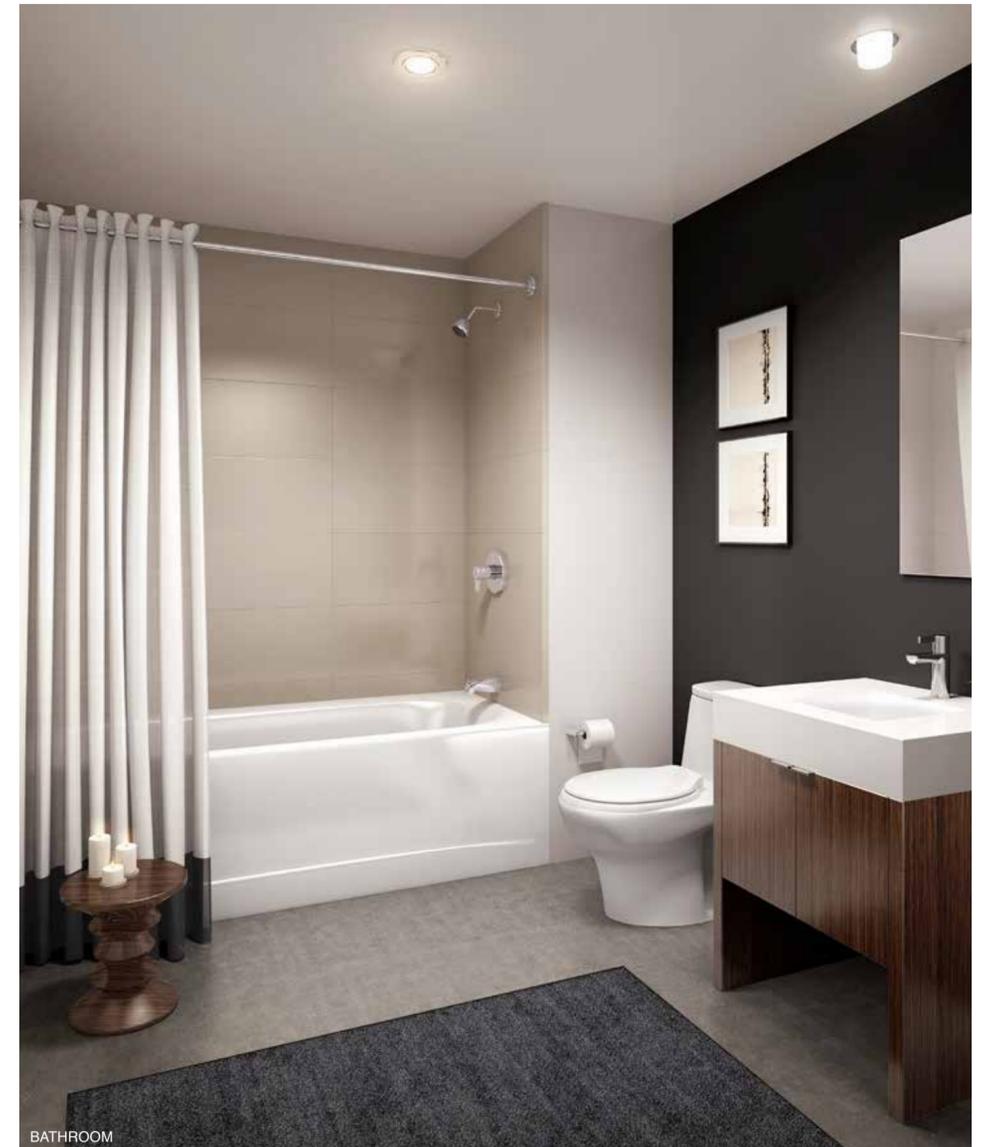
TECH FEATURES

- Keyless entry doors
- Fiber optic cable
- Pre-wired for TV, Internet (fiber), and telephones
- Programmable thermostat with zoned heating

Certain services and amenities will have fees associated with them.



BEDROOM



BATHROOM



LIVING/KITCHEN

RESIDENCES

NORTH EAST VIEW



SCENES FROM NEMA

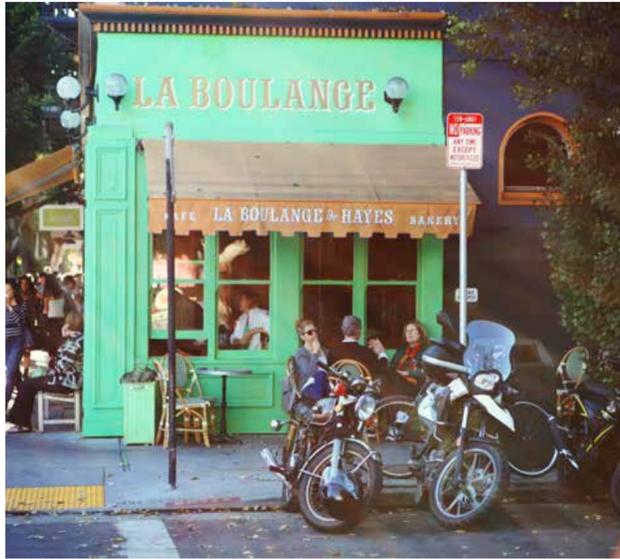
AN AMAZING ARRAY OF VIEWS OVER SAN FRANCISCO'S URBAN LANDSCAPE AND NATURAL SETTING

NEMA's four residential towers and three landscaped terraces offer an amazing array of views over San Francisco's urban landscape and natural setting. Landmarks in the surrounding skyline include the iconic skyscrapers of the Financial District, the dome of City Hall, Golden Gate Bridge, Russian Hill, Bernal Heights, Twin Peaks, and the San Francisco Bay.

SOUTH EAST VIEW



NEIGHBORHOOD



FRESH LOCAL LIFESTYLE

AT THE EPICENTER OF SAN FRANCISCO'S EVOLVING CITYSCAPE, NEMA IS CONNECTED TO THE MOST INSPIRED DESTINATIONS FOR CULTURE, COMMERCE AND CUISINE

Located at 10th and Market Streets, NEMA is at the epicenter of San Francisco's dynamic Mid-Market district, which is rapidly becoming a neighborhood defined by the intersection of technology, arts, entertainment, and culture. High-tech neighbors, including Twitter, Yammer, Square, and Dolby Labs, are joined here by innovative restaurants, cutting-edge arts organizations, and an increasing array of retailers.

The shops and restaurants in Hayes Valley and galleries and museums in SoMA are less than a ten-minute walk from NEMA. Trips further afield for work or pleasure are easy with highways 101, I-80 and I-280 all just minutes away.



The Metropolitan – San Francisco, CA



10000 Santa Monica – Los Angeles, CA



Sierra – Oakland, CA



VISION & BRANDING

A CRESCENT HEIGHTS® INSPIRED COMMUNITY

Crescent Heights® is one of the nation's leading real estate brands. Over the past three decades, it has established itself as one of the most innovative leaders in the design of lifestyle-driven residential communities that capture the unique spirit of their locations and elevate the everyday experiences of residents. For us, the phrase "Inspired Community" is more than just a tag line; it is our mission and our passion, it is the essence of our DNA. As a result, from the moment a resident steps through the doors of a Crescent Heights® Inspired Community, they can feel the difference through all of their senses.

By working with developers to create a thoughtful and comprehensive approach to residential community design, Crescent Heights® has in fact become a catalyst for the development of some of the most desirable places to live across the United States. We pioneered the renaissance of the Financial District in New York City as a premier residential neighborhood and played a key role in the revitalization of Miami's South Beach and San Francisco's SOMA and Mid-Market districts. We have also been involved in multiple projects in other major cities, including Los Angeles, San Diego, Chicago, Boston, Philadelphia, Atlanta, Dallas, and Honolulu. Residents of our communities find themselves at the center of excitement and, along with their friends and neighbors, have become a vital part of the evolution of many captivating neighborhoods.

We understand that today, more than ever before, people want to be inspired at home. They want to live in communities that cater to their interests and reflect their personal style. Focusing exclusively

on major urban and coastal cities across the nation, Crescent Heights® seeks out the most compelling emerging and established neighborhoods, and then we create a new vision for their future. We work with world-class architects, interior designers, and landscape artists to build exceptional new residential communities from the ground up, or completely transform existing properties so they speak to contemporary tastes. Some of the projects we are most proud of are historic restorations. Crescent Heights® Inspired Communities are defined by intelligently designed residential interiors, iconic views, and beautifully appointed amenity spaces. We also carefully choose and thoroughly train every onsite staff member to ensure an unparalleled quality of personal service.

Every Crescent Heights® Inspired Community is fully customized to create the best living experience possible for our residents. We dig deep to discover what luxury means in the local context, and then we respond with communities tailored in every detail to residents' desires. In addition to resort-like amenities, including fitness centers, swimming pools, and concierge services, we have incorporated features including onsite bicycle repair and storage, electric car charging stations, deliveries from local organic farms, and lifestyle spas. Residents of Crescent Heights® Inspired Communities also enjoy a wide array of tech-friendly amenities, including an online portal that connects residents to each other and to property management.

We invite you to explore our growing portfolio of Crescent Heights® Inspired Communities and discover how Crescent Heights® makes everyday life an effortlessly enjoyable experience.

ARCHITECTURE & INTERIOR DESIGN

HANDEL ARCHITECTS

Handel Architects is an architecture, interior design, and planning firm that began in New York City in 1994. Founded by Gary Handel, the firm has grown into a worldwide practice, combining the creativity of the partners with the reliability of a major architecture firm. Today Handel Architects includes more than 150 architects, interior designers, planners and support staff in New York City, San Francisco, Hong Kong and Abu Dhabi. Led by partner Glenn Rescalvo, Handel Architects San Francisco has gained international recognition for work such as the Millennium Tower in San Francisco, the W Hotel in Santiago Chile and the Rosewood Hotel and Residences in Abu Dhabi. Handel Architects has won numerous Design Awards and is regularly featured in architectural journals and design publications.

CREATIVE & DESIGN

DBOX

DBOX is a design agency dedicated to craft and innovation in the strategic development of brands. We create stories and experiences in the fields of architecture, art, hospitality, and culture.

DBOX's work has been recognized by organizations including the Academy of Television Arts & Sciences (Emmy® Awards), Communication Arts, The Art Directors Club, World Luxury Award, American Design Awards, and The International Property Awards, and has been exhibited at The Museum of Modern Art, The Museum of Contemporary Art in Tokyo, The Art Institute of Chicago, and The Museum of Contemporary Art in Los Angeles.

DBOX was founded in 1996 and maintains studios in New York, London, Taipei, and Miami. Please visit dbox.com for more information.



Crescent Heights® is a service mark used by a group of limited liability companies and partnerships. Crescent Heights® Inspired Communities are being developed by single purpose companies, which are solely responsible for their development, obligations and liabilities. Photography may not represent amenities and conditions at all properties. Amenities, features, and concierge services may vary of each individual Crescent Heights® Inspired Community and are subject to change without notice. Certain services and amenities may have fees associated with them. We are pledged to the letter and spirit of U.S. policy for the achievement of Equal Housing Opportunity throughout the Nation. We encourage and support an affirmative advertising and marketing program in which there are no barriers to obtaining housing because of race, color, religion, sex, handicap, familial status or national origin.



NEMA

MADE IN SAN FRANCISCO