

# SEAWALL LOT 330

NORTHERN ADVISORY COMMITTEE  
PRESENTATION

SWL 330 Design Update  
March 19<sup>th</sup>, 2025

STRADA  
GRIMSHAW  
PERRY ARCHITECTS  
FIELD OPERATIONS



# AGENDA

1. REFRESH

2. INSPIRATION AND IDENTITY

3. UNIT TYPES

4. PROJECT EVOLUTION



# 1. REFRESH

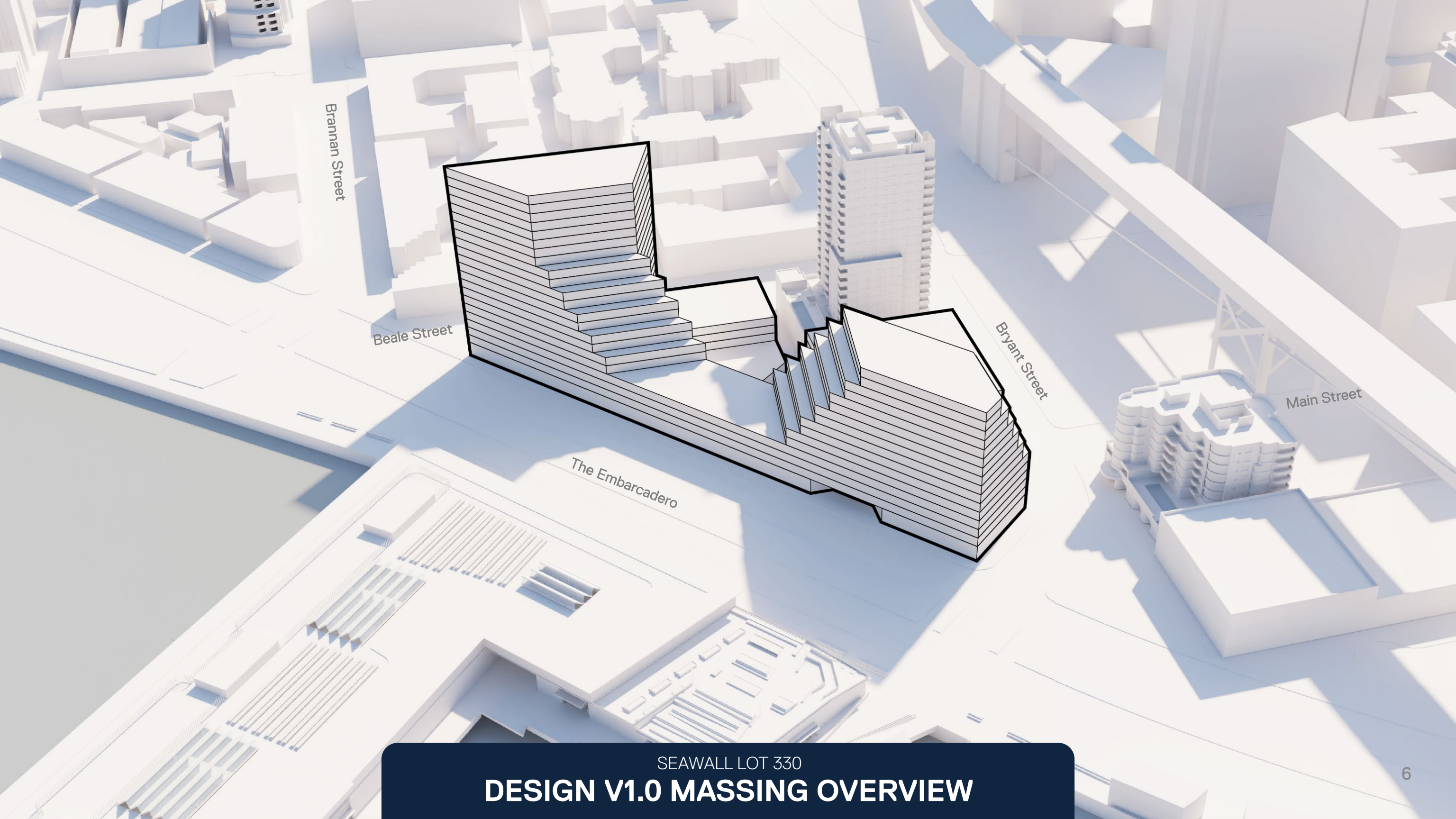


# TIMELINE

April 2020	RFP for the development of Piers 30/32 and Seawall Lot 330 released
September 2020	Port selects Strada Team and enters into Exclusive Negotiations Agreement (ENA)
March 2021	First Round of Presentations to NAC and HOAs
November 2021	2nd Presentation to NAC
January 2022	3rd Presentation to NAC - Seawall Lot 330 Workshop
November 2022	4th Presentation to NAC – Piers 30/32 Design 2.0
January 2023	5th Presentation to NAC – Seawall Lot 330 Design 2.0
March 2024	6th Presentation to NAC
	Project Term Sheet Endorsed by Port Commission and Board of Supervisors
<b>Today</b>	<b>Presentation to NAC - Seawall Lot 330 Design</b>



SEAWALL LOT 330  
**DESIGN 1.0 ORIGINAL PROPOSAL FROM RFP STAGE (2020)**



Brannan Street

Beale Street

Bryant Street

Main Street

The Embarcadero

SEAWALL LOT 330  
**DESIGN V1.0 MASSING OVERVIEW**

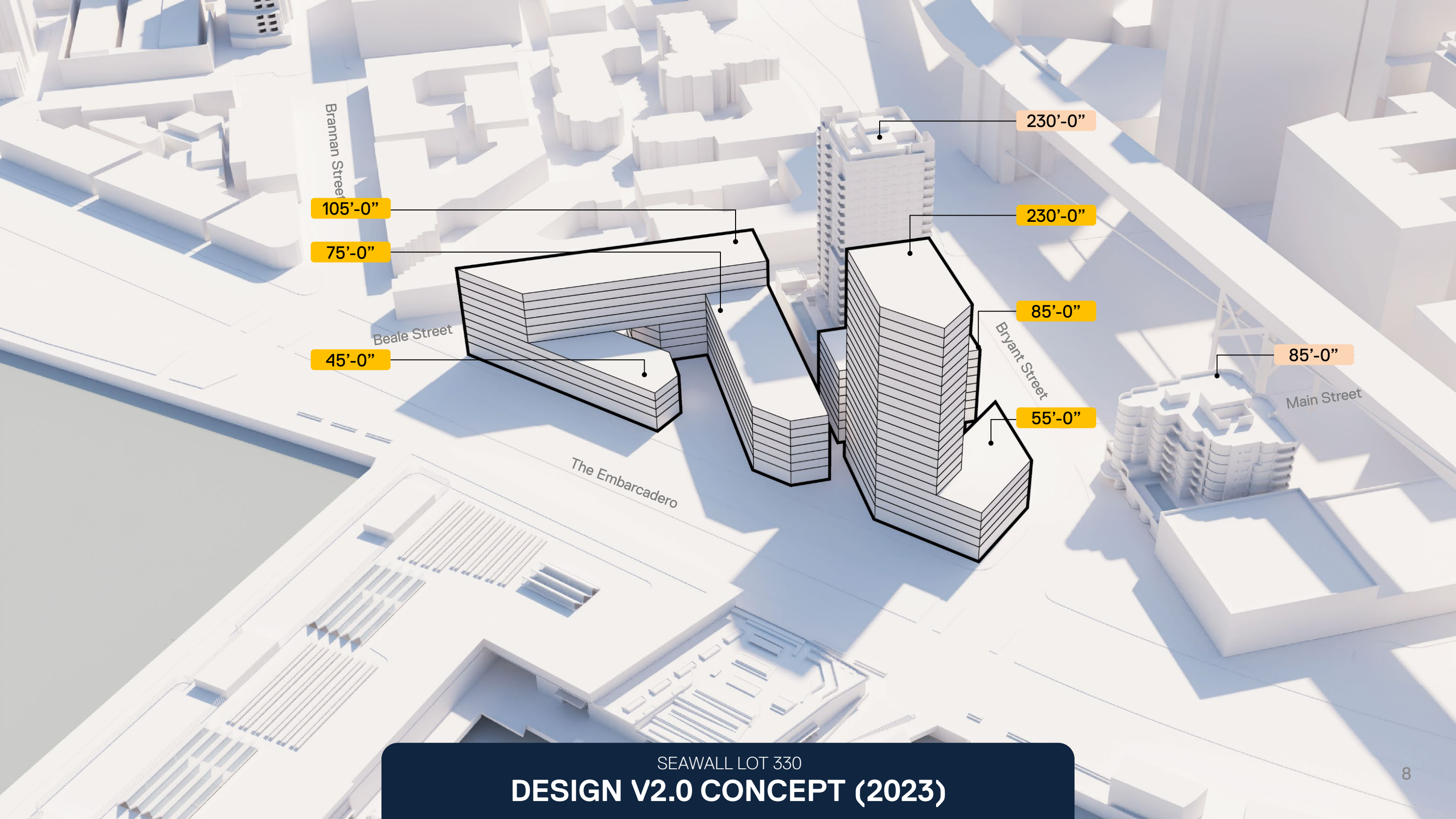
An architectural rendering of a city block with a dark blue text overlay. The rendering shows a dense urban environment with various building heights and styles. A street labeled 'Main Street' is visible on the right side. The text overlay is a dark blue rounded rectangle containing white text.

## **RESPONSE TO COMMUNITY FEEDBACK: DESIGN 2.0 MODIFICATIONS**

**One Tower, Not Two**

**Reduce Unit Count by 136 Units**

**90% of Site Coverage Below 105'**



105'-0"

75'-0"

45'-0"

230'-0"

230'-0"

85'-0"

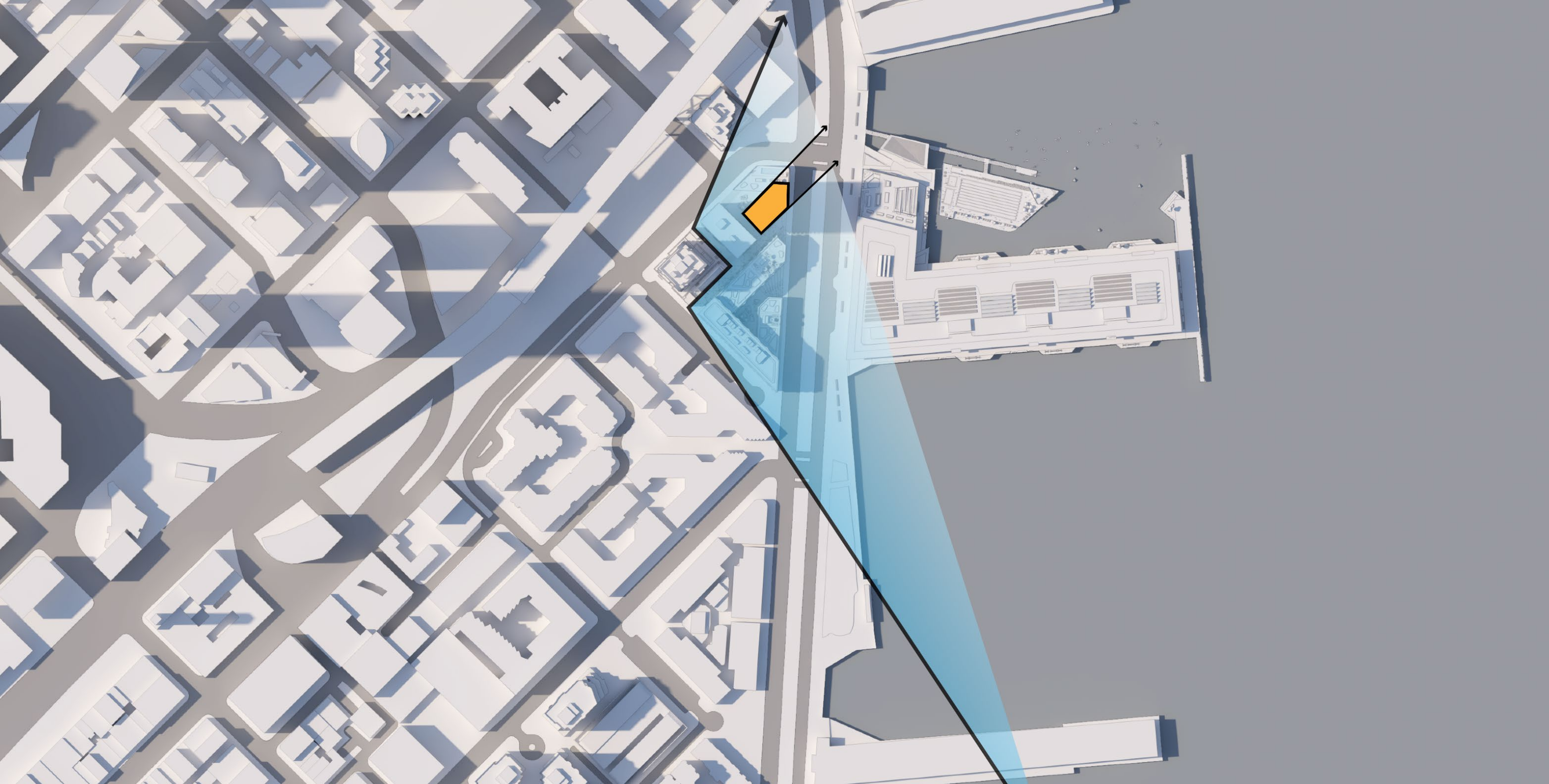
55'-0"

85'-0"

SEAWALL LOT 330

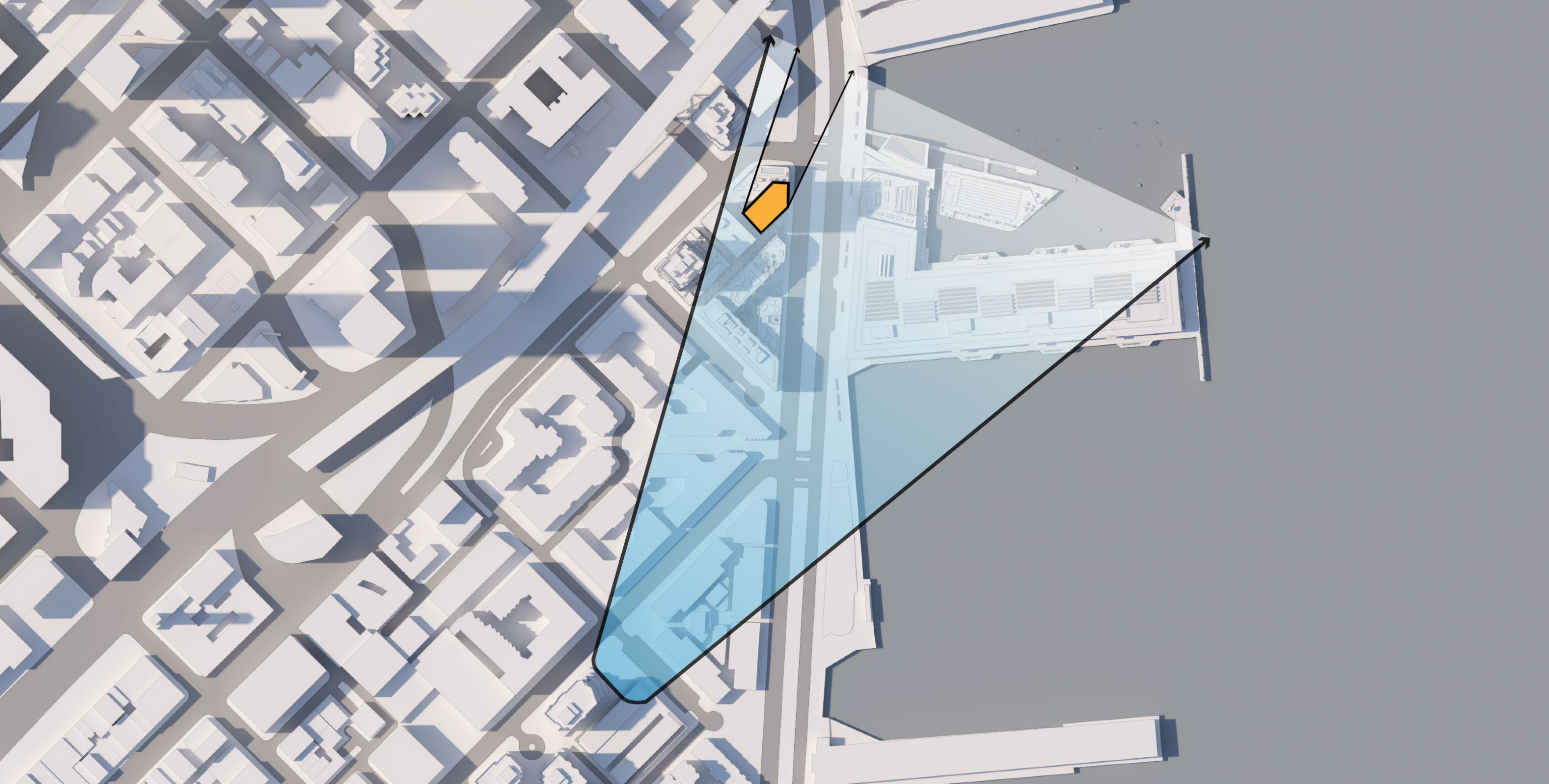
**DESIGN V2.0 CONCEPT (2023)**





SEAWALL LOT 330

# VIEW CORRIDORS DESIGN V2.0 – THE WATERMARK



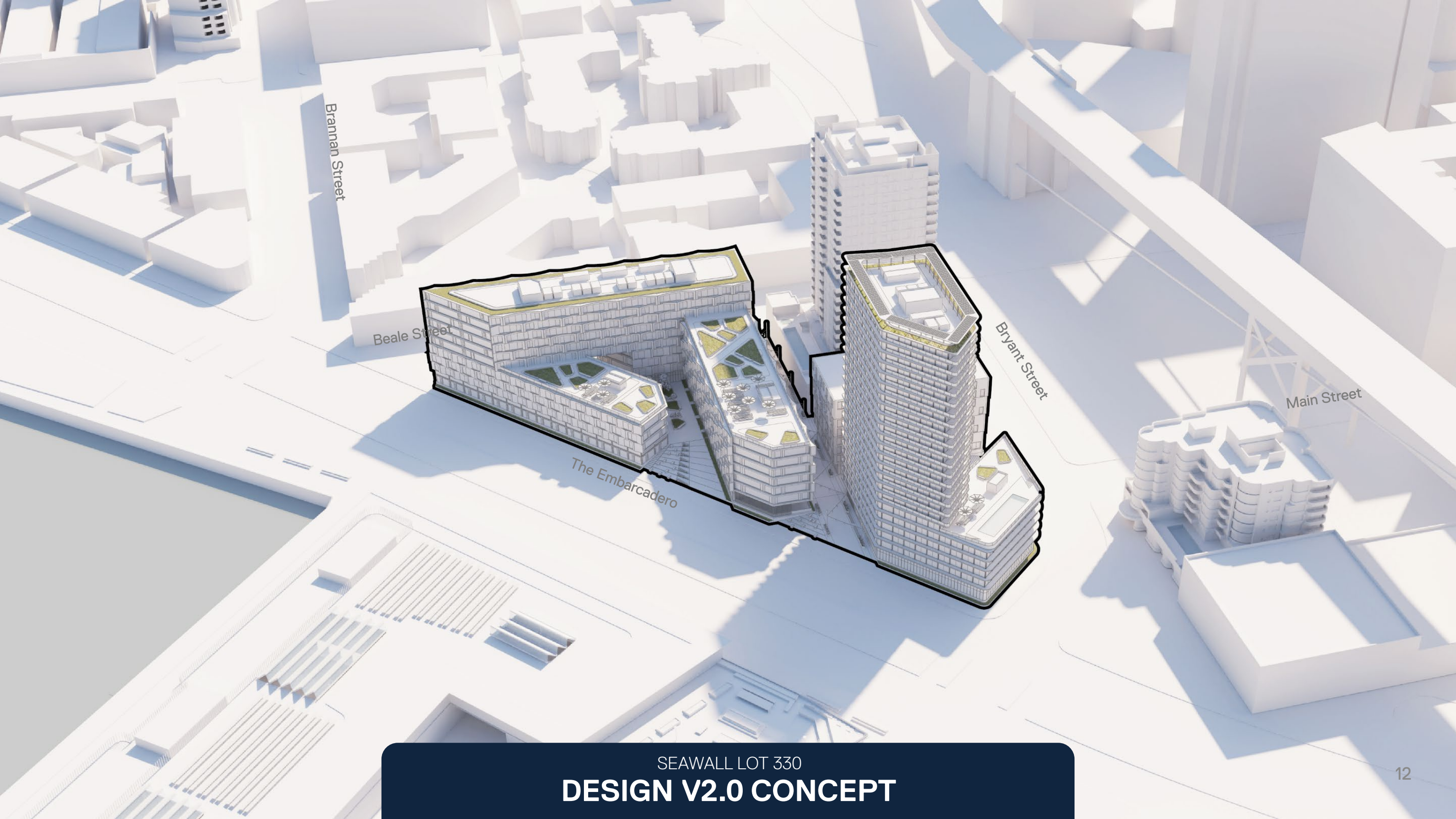
SEAWALL LOT 330

# VIEW CORRIDORS DESIGN V2.0 – THE BRANNAN



SEAWALL LOT 330

# VIEW CORRIDORS DESIGN V2.0 – PORTSIDE



Brannan Street

Beale Street

The Embarcadero

Bryant Street

Main Street

SEAWALL LOT 330  
**DESIGN V2.0 CONCEPT**

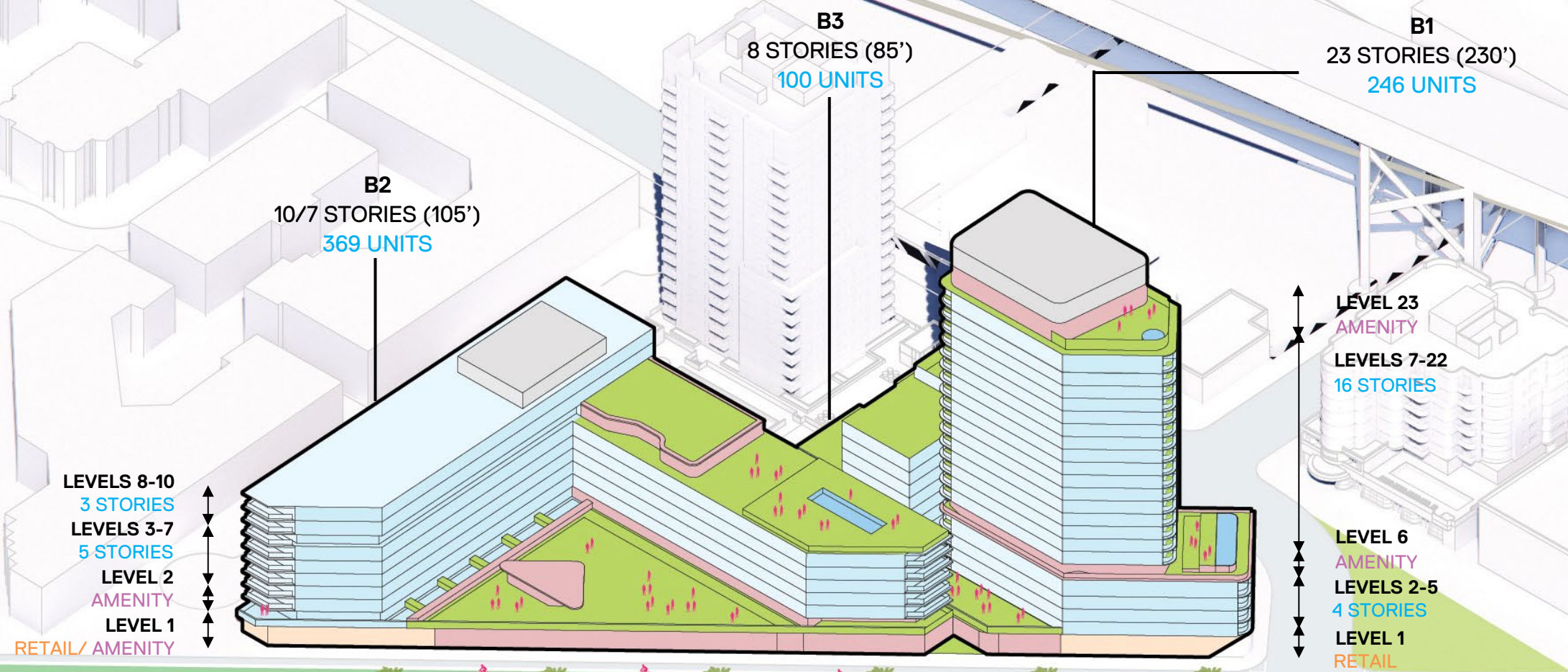


**FURTHER DESIGN CONSIDERATIONS**

Increased Parking Provision  
Off-street Loading and Servicing  
Site Security and Safety  
Pedestrian Wind Comfort  
Ground Floor Activation on The Embarcadero and Bryant Street

Main Street

**TOTAL  
715 UNITS**



SEAWALL LOT 330

**DESIGN V2.1 CONCEPT (2025)**

## 2. INSIPRATION AND IDENTITY

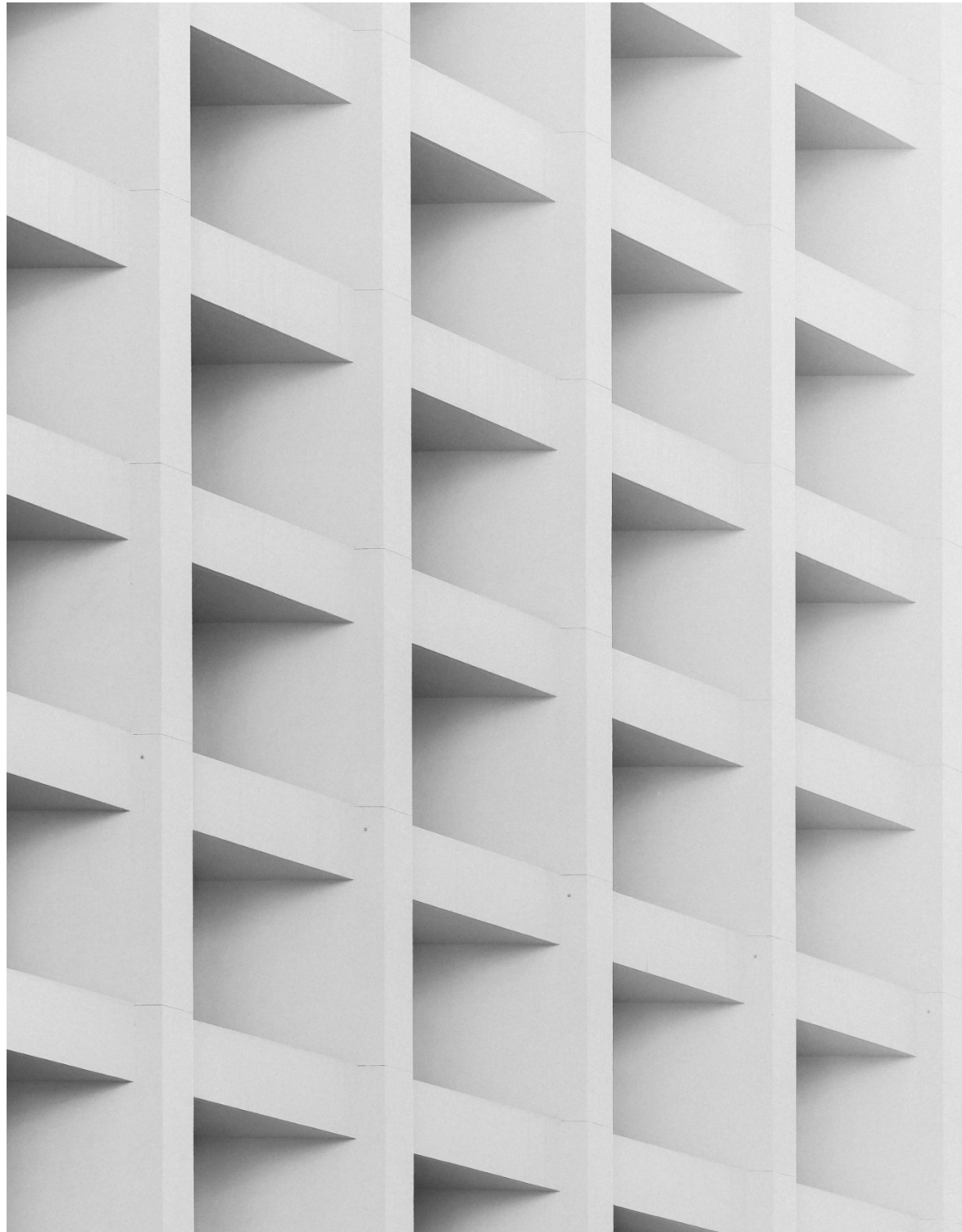


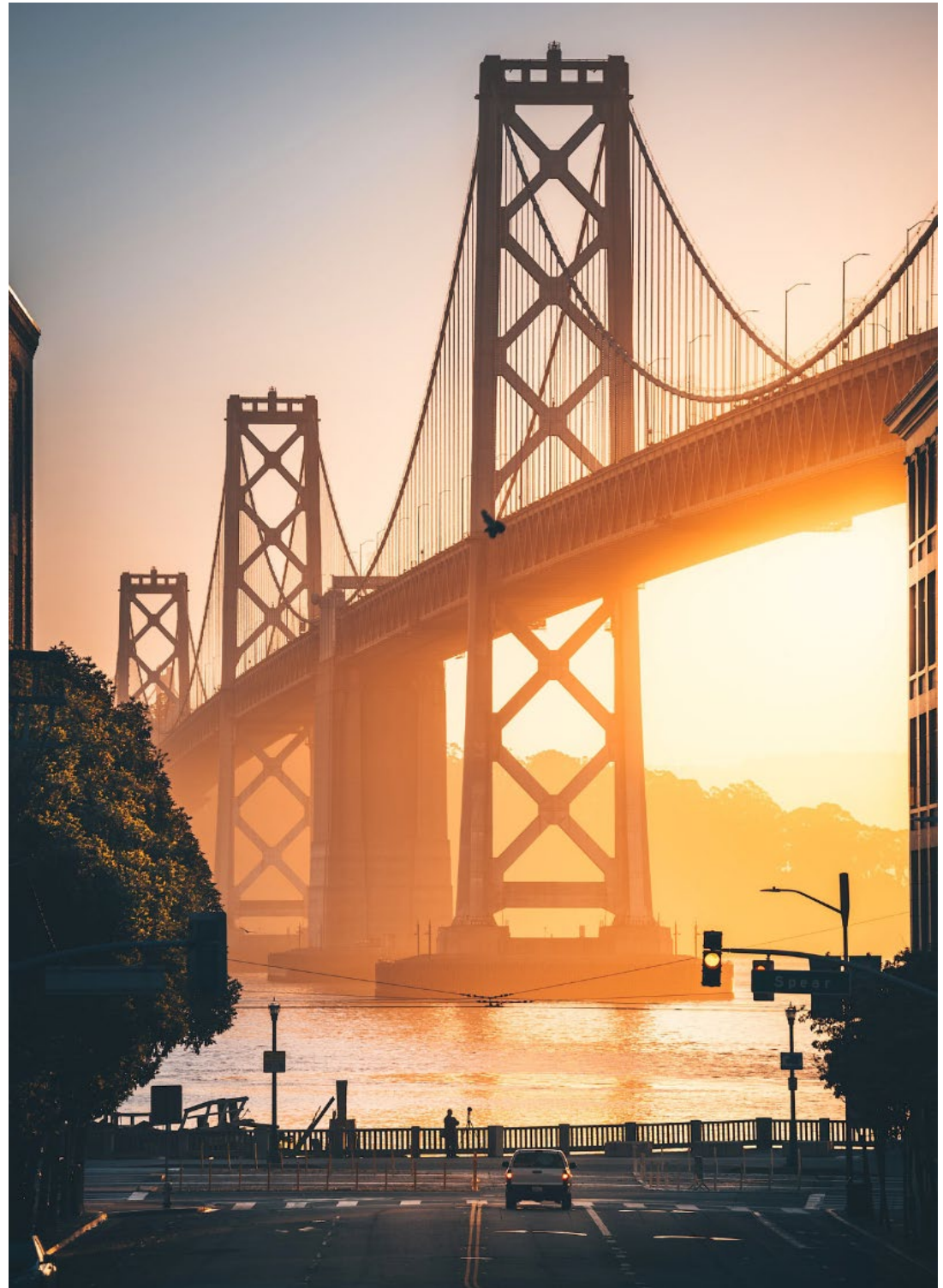


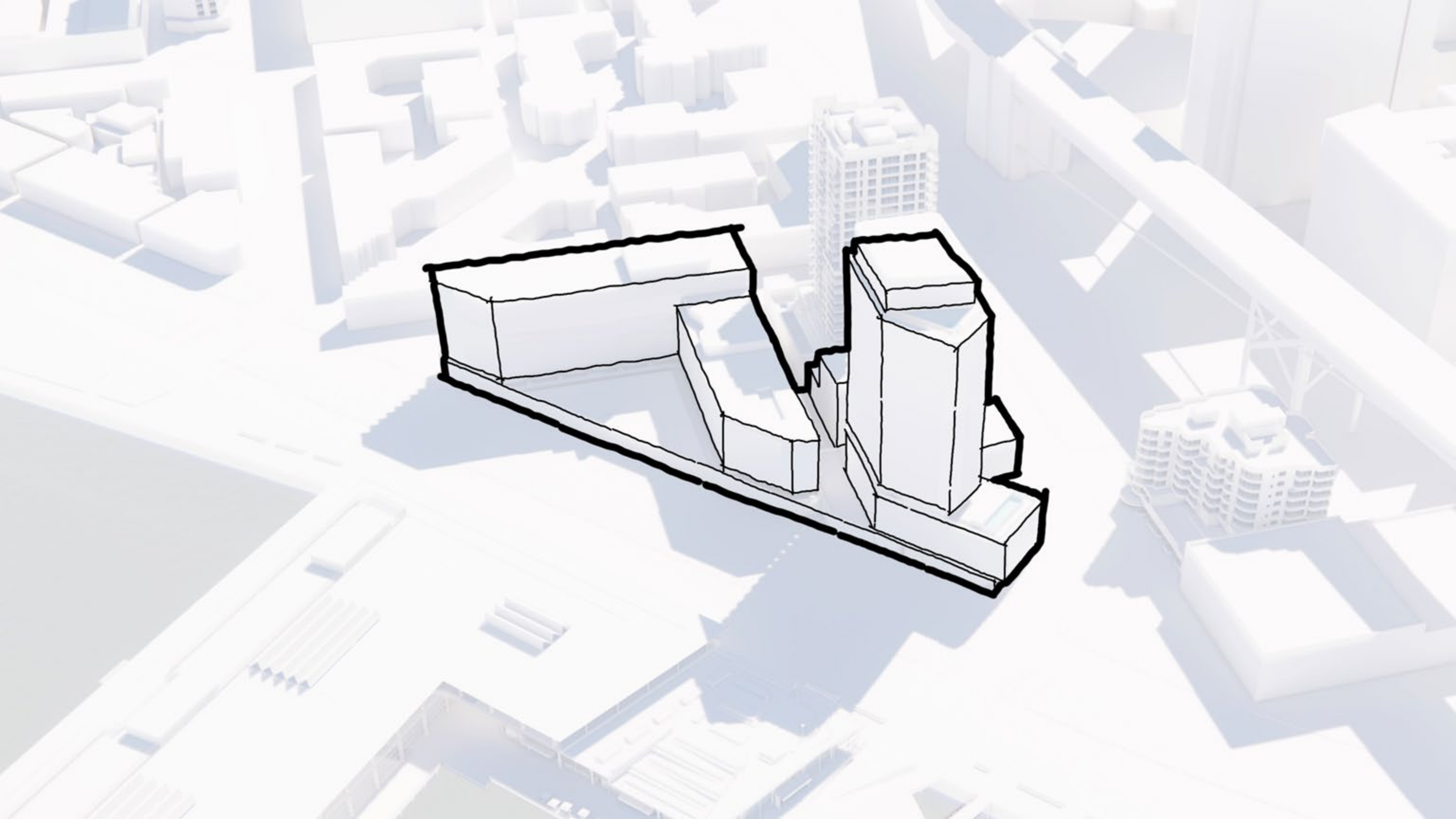


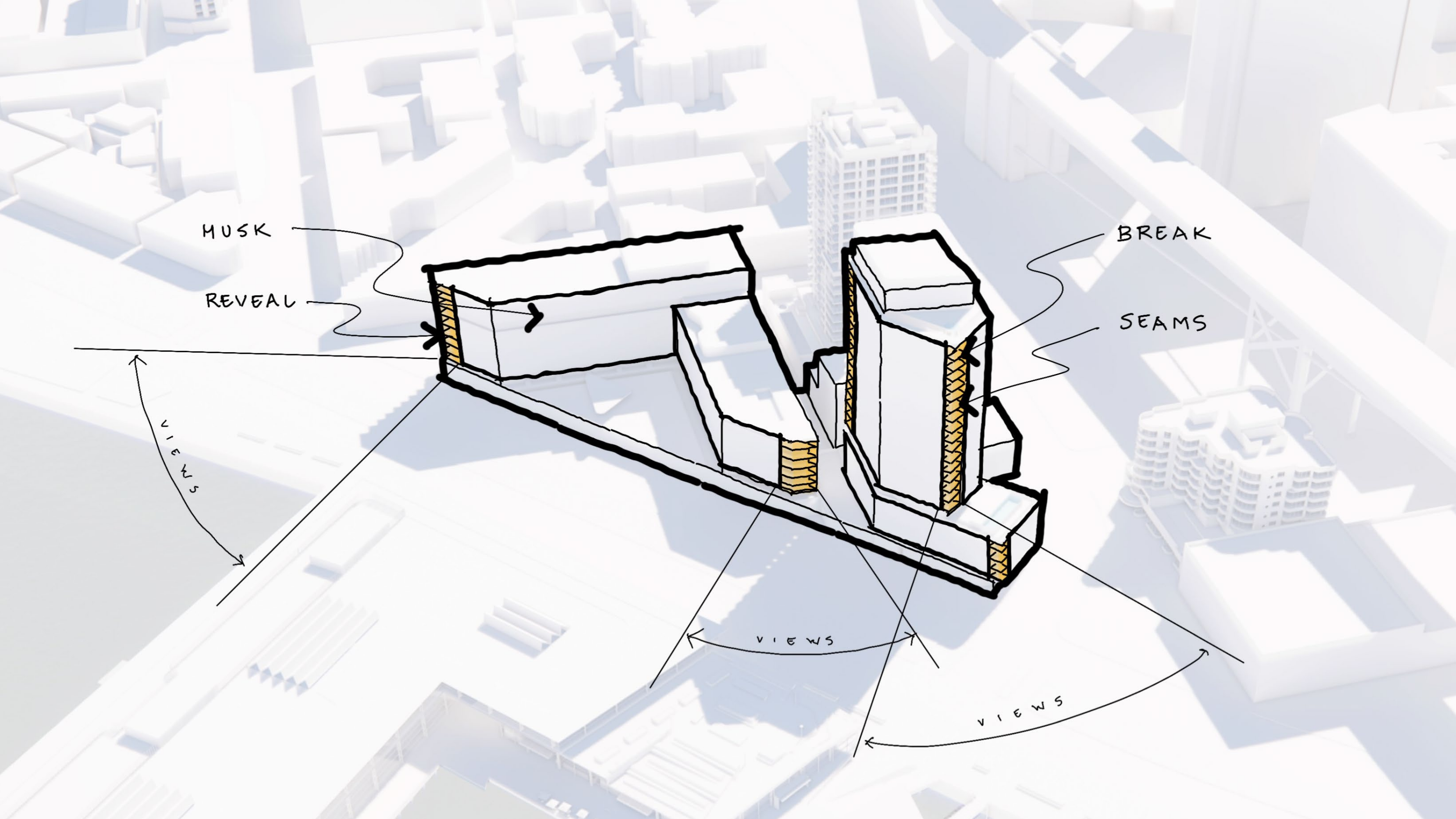


8059 8-22-22 Embarcadero S. from Pier 32









MUSK

REVEAL

BREAK

SEAMS

VIEWS

VIEWS

VIEWS







Bryant







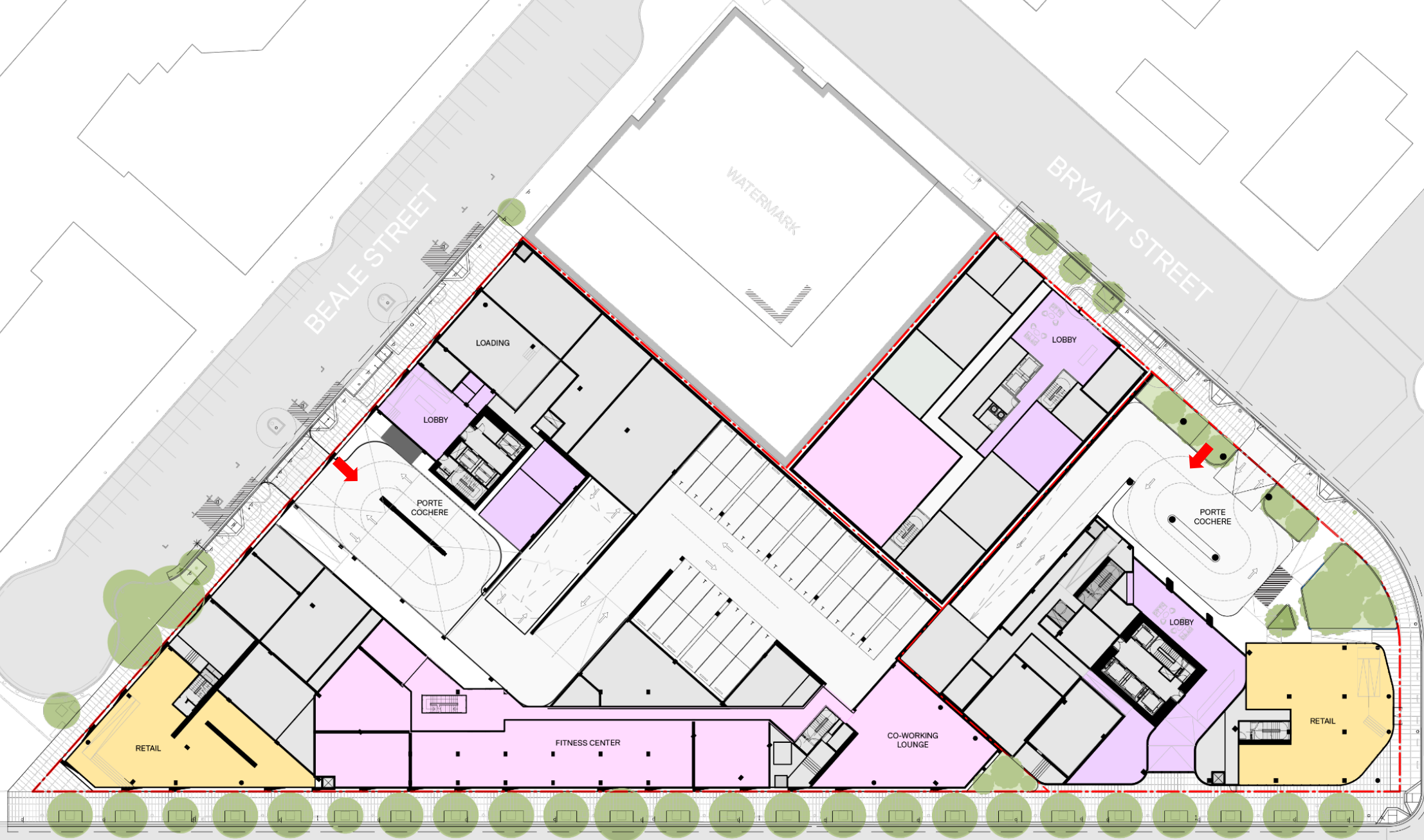








# LEVEL 1



THE EMBARCADERO

### 3. UNIT TYPES

**Studio  
Apartments**

**30%**

Average Size  
**500 sqft**

**1 Bedroom  
Apartments**

**45-50%**

Average Size  
**725 sqft**

**2 Bedroom  
Apartments**

**20-25%**

Average Size  
**950 sqft**

**715 Units in Total**



# 4. PROJECT EVOLUTION

## ORIGINAL RFP PROPOSAL

**851 Units**  
**Two Towers**  
**Max Height 230'**  
**29% of Site over 105'**  
**80 Parking Stalls**

## BOARD OF SUPERVISORS APPROVAL

**715 Units**  
**One Tower**  
**Max Height 230'**  
**10% of Site over 105'**  
**286 Parking Stalls**

## TODAY

**715 Units**  
**One Tower**  
**Max Height 230'**  
**10% of Site over 105'**  
**354 Parking Stalls**

QUESTIONS?



# CONTACT

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