



THE LAUREL

3A Masonic Avenue
San Francisco, CA 94118



THE OPPORTUNITY

We welcome you to The Laurel.

The Laurel is a forward-thinking residential- and mixed-used building particularly designed for its location in Laurel Heights, San Francisco.

Composed of two connected towers that rise with the contour of the prominent Laurel Heights hillside, the 101 residences at The Laurel take full advantage of expansive city views and are anchored by a bustling street level that hosts both amenities and complementary retail spaces.

Property amenities include multiple roof terraces and outdoor recreation spaces, a library, break rooms, tasting room, secret garden, and art program. Green features include planted roofs and rainwater collection.








THE MARKET



NEIGHBORHOOD: LAUREL HEIGHTS

The Laurel benefits from its prime location in one of San Francisco's most sought-after neighborhoods, Laurel Heights.

-  **VISIBILITY** – Geary Blvd and Masonic Ave corner boasts the highest traffic counts in the submarket, with 46,000 vehicles per day along Geary Boulevard and 84,000 vehicles per day along Masonic Avenue
-  **CO-TENANCY** – Due to the proximity of City Center San Francisco, The Laurel offers some of the best retail co-tenancy in the Submarket. Target, Whole Foods (coming 2019), Ulta and Sephora are destination retailers catty corner from The Laurel that pull traffic from a larger area than just the immediate neighborhood residential areas
-  **MEDIAN AGE** – 38 years old
-  **POPULATION** – 532,805 (within three miles of The Laurel)
-  **AVG. HOUSEHOLD INCOME** – \$113,486 (8% higher than the San Francisco avg.)

THE LAUREL: OPPORTUNITY HIGHLIGHTS

- **NEW CONSTRUCTION** – A blank slate with new mechanical, electrical and plumbing will provide the retailer with the opportunity to create a bespoke space that caters to their exact infrastructure needs as well as branding desires
- **MODERN DESIGN** – Creates a unique and modern attraction, distinguishing itself from competitive properties in the market
- **ON SITE CUSTOMERS** – The Laurel will provide ~150 built-in potential customers that are in the highly coveted 20-35 age range with disposable income

NEIGHBORHOOD MAP

RETAIL

- 1 • Walgreens
- Cal-Mart
- Sephora
- Well Fargo
- Bank of America
- 2 • Trader Joe's
- 3 City Center San Francisco
 - Whole Foods (to come)
 - Target
 - GNC
 - Ulta Beauty
- 4 • Mollie Stone's
- Rag and Bone
- Scotch & Soda

RESTAURANT

- Ella's
- Tony's Cable Car
- Sunstream Coffee
- Pig and Whistle
- Spruce
- Caribaldi's
- b Patisserie
- Roam Burger

EDUCATION

- Little School
- Laurel Hill Nursery School
- Geary School
- Raoul Wallenberg High School
- University of San Francisco

RECREATION

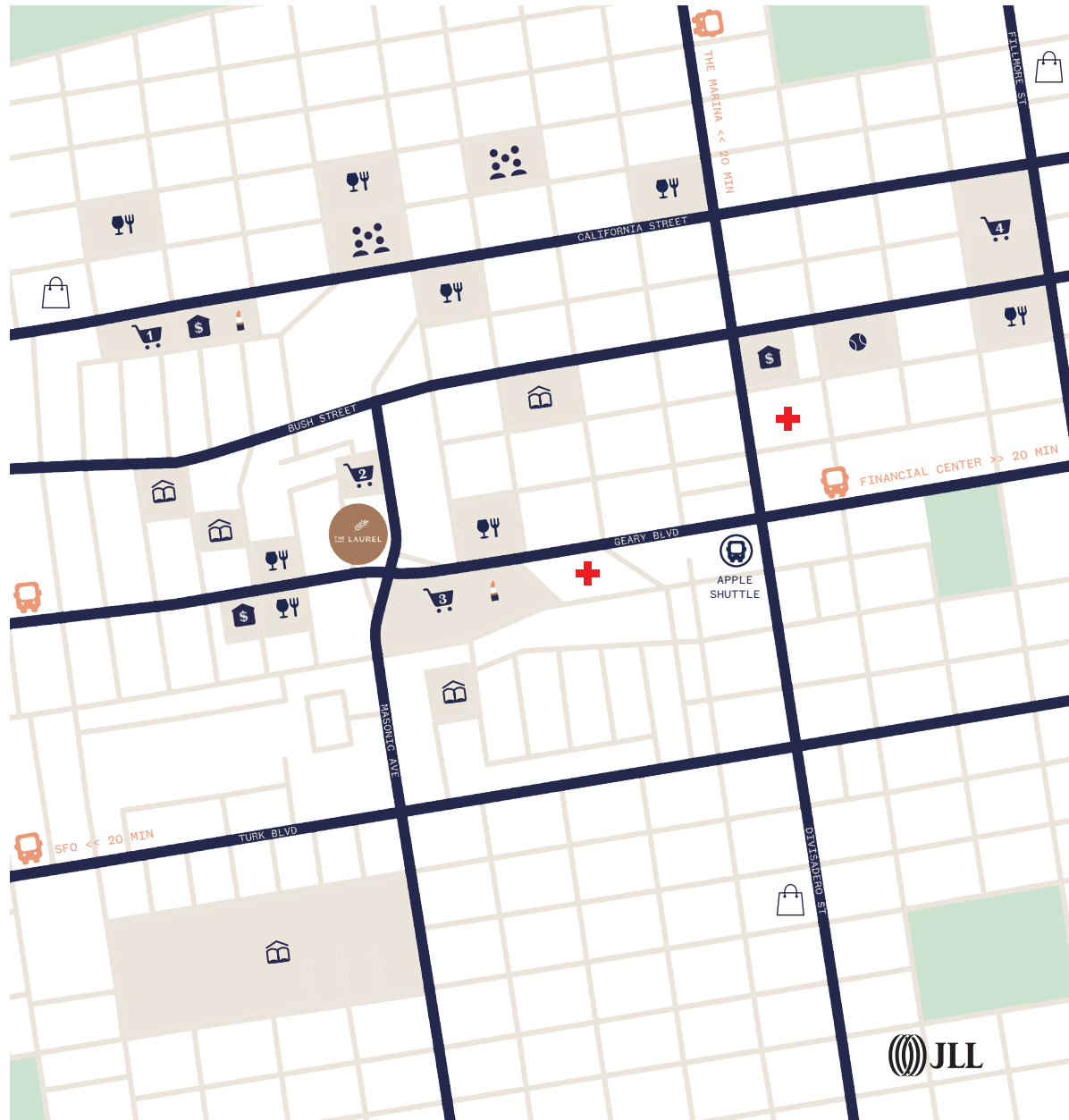
- Jewish Community Center
- Presidio Branch Library
- California Tennis Club

MEDICAL CENTERS

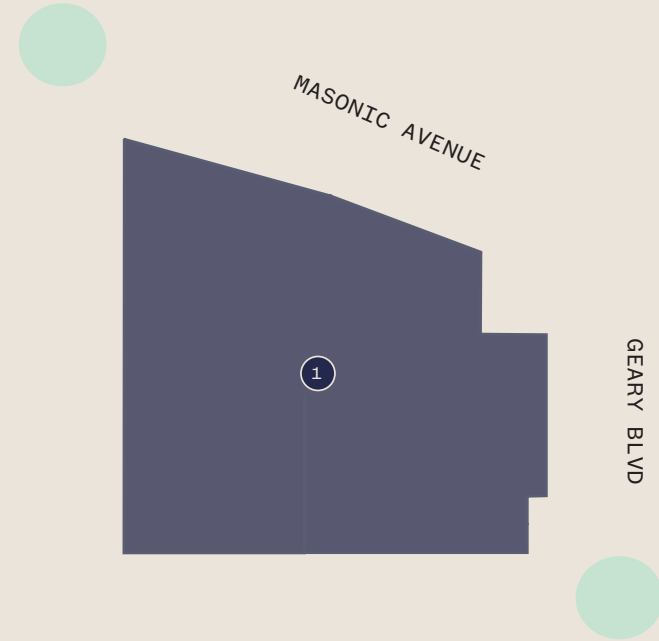
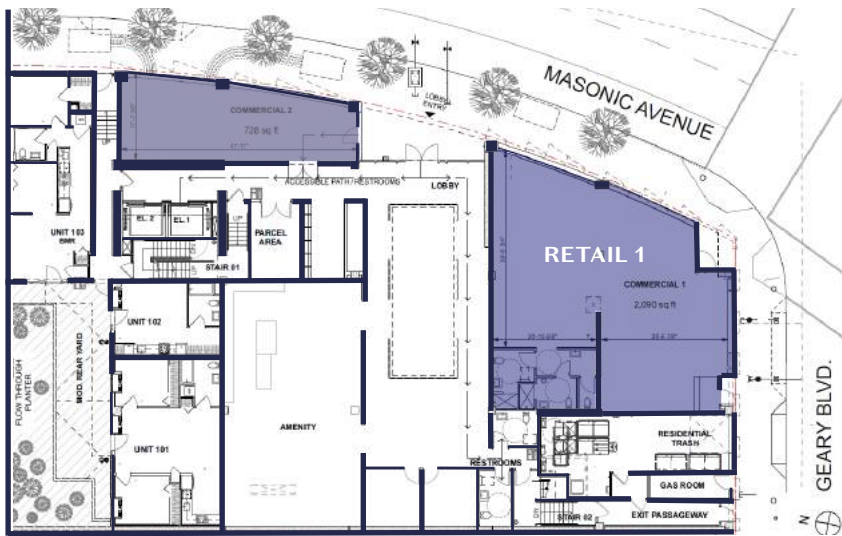
- Kaiser Permanente
- USCF Medical Center

SHOPPING DISTRICTS

- Laurel Village
- Divisadero Street
- Fillmore Street



THE RETAIL - SPACE 1



1

RETAIL 1

Size: 2,211 sf

Ceiling Heights: 16'-4"

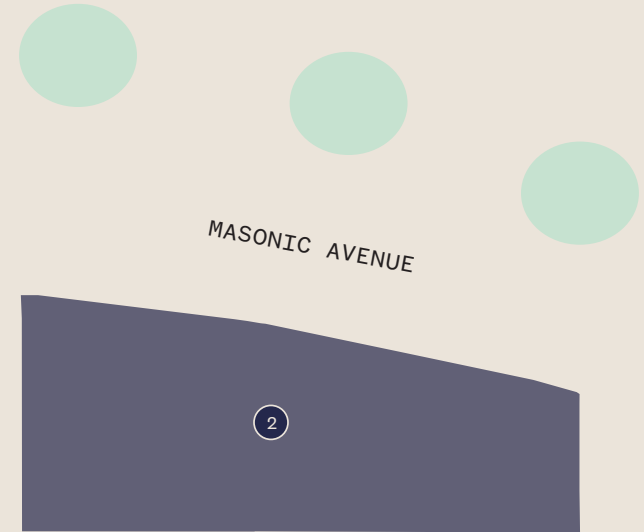
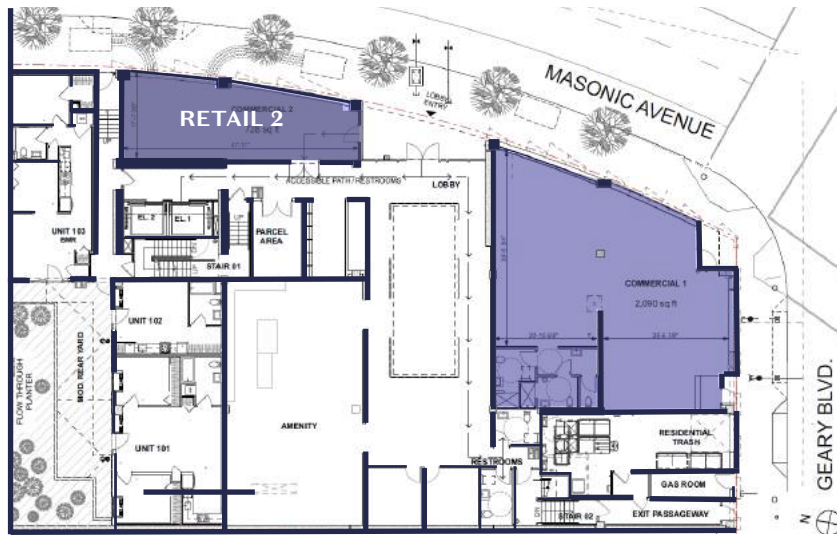
Frontage: 34 ft on Geary Blvd, 52 ft on Masonic Ave

Ideal Uses: Fitness, Cafe, Specialty Market

Notes: Includes dedicated bathroom and showers within the suite

Note: Final square footages are subject to change. Square footages are gross and include share of bathrooms and trash.

THE RETAIL - SPACE 2



2

RETAIL 2

Size: 910 sf

Ceiling Heights: 12'-6"

Frontage: 48 Ft on Masonic Ave

Ideal Uses: Wine Bar, Juice Bar,
Floral

Note: Final square footages are subject to change. Square footages are gross and include share of bathrooms and trash.

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