

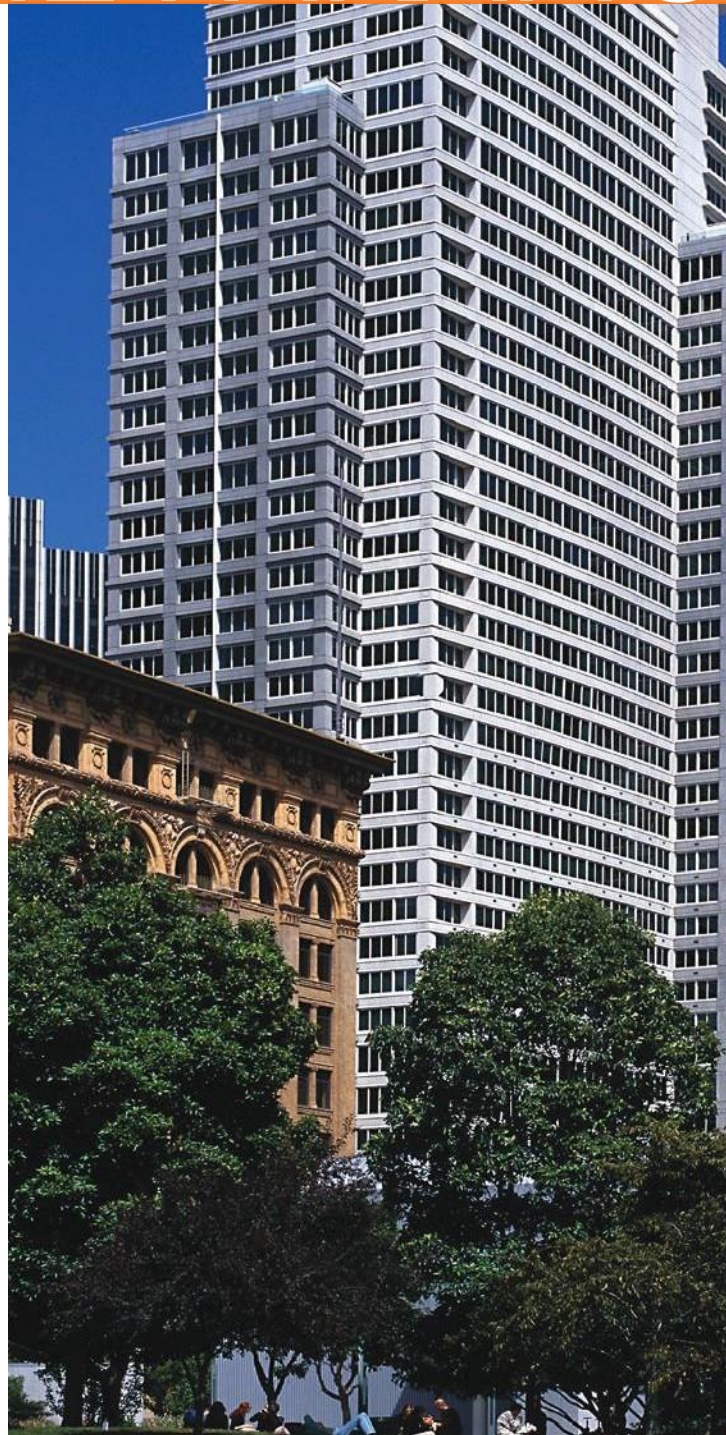


THE PARAMOUNT

THIRD & MISSION

THE PARAMOUNT

The Paramount  San Francisco



COMPLETED IN 2002,
AND EXQUISITELY
MAINTAINED SINCE,
THE PARAMOUNT
STANDS PROUDLY
AS THE CITY'S FIRST
AND MOST ICONIC
RESIDENTIAL TOWER.

With an unmatched location in the heart of SOMA, The Paramount offers spacious studios, one- and two-bedrooms. The luxury apartments boast updated granite kitchens with stainless steel appliances, Italian tiled baths and breathtaking city views. Beautifully updated amenities include an outdoor pool with a BBQ area, business center with tech lounge and a furnished rooftop terrace and dog run.



THE SPACES

The Paramount  San Francisco

THE PARAMOUNT SITS
AT THE CROSSROADS OF
BUSINESS AND TOURISM
TRAFFIC IN THE CITY.

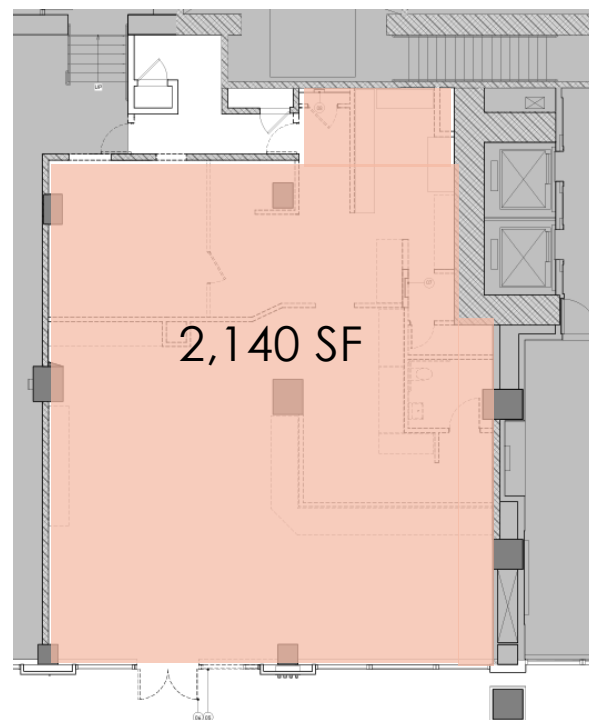


Best-in-Class co-tenants The Grove and Oren's Hummus Shop have proven retail track records in this high income demographic.



THE SPACE

The Paramount ■ San Francisco



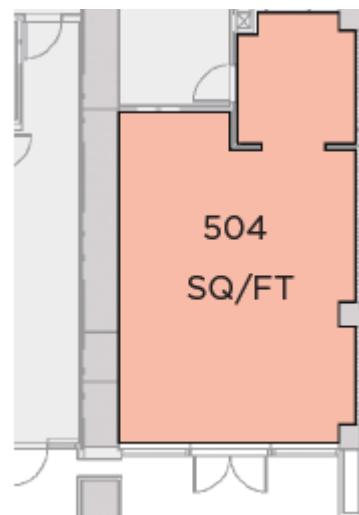
Retail 1

- 2,140 SQ/FT
- Second generation restaurant with hood
- Outdoor seating available



THE SPACE

The Paramount ■ San Francisco



Retail 2

- 504 SQ/FT retail space
- Mission Street frontage
- Proximate to Moscone Center
- Ideal space for a juice bar, grab-and-go cuisine



THE MARKET



SOMA HAS JOINED SILICON VALLEY AS ONE OF THE MOST IMPORTANT TECH HUBS IN THE WORLD.

LIVE The Paramount was the first residential high-rise in the city. **Rincon Hill**—the first vertical neighborhood on the West Coast—is just blocks away. Both The Paramount and Rincon Hill sit within a SoMa submarket boasting **10 towers above 30 stories**. These structures have changed the skyline and residential density immensely. The housing market growth rate within a 1-mile radius is more than double the national average and proximate retailers' success reflects the demand for neighborhood amenities.

WORK Technology giants **Twitter**, **SalesForce**, and **Yahoo** have all opened shop in the emerging submarket in SoMa, with over 10 million additional square feet of office space completed or approved. **Moscone Convention Center**—the largest conference and exhibition complex in Northern California—attracts international and national business travelers on a regular basis as the chosen venue for **high-profile conferences** hosted by Salesforce and Oracle. The Moscone Convention Center sees over **one million visitors annually**, a number set to increase with after a planned 500,000 square foot expansion.

AT FORTY-THREE STORIES, THE PARAMOUNT SOARS IN THE MOST MODERN RESIDENTIAL DISTRICT IN THE CITY.



THIRD AND MISSION IS AN ENTERTAINMENT AND RETAIL HUB ENJOYED BY LOCALS & TOURISTS ALIKE.

STAY From affordable to ultra-luxurious, the City's choicest hotels ring Union Square and SoMa. At the historic **Palace Hotel** history buffs and socialites meet for high tea beneath 20 Austrian crystal chandeliers. The **Marriot Marquis** is constantly buzzing, boasting 1,500 hotel rooms perfect for all ages. In this district, high-season runs all year. Vacancy rates in the downtown hotel market are incredibly rare.

The Paramount ■ San Francisco

PLAY A quick walk leads to renowned shopping district **Union Square** and Union Square Park—a lively tourist spot. Down Geary the **Curran** and **Geary** host live theater all year long. **Westfield San Francisco Centre**—a top-performing mall at Powell and Market Streets—is anchored by **Nordstrom** and **Bloomingdales**, with direct connection to Powell Street BART. **Yerba Buena Center for the Arts** and **Gardens** attracts 2 million visitors annually to venues such as the **Metreon**—home to a 16-screen **AMC Theater** and the largest IMAX screen in America.

NOWHERE IN THE CITY OFFERS MORE HOTEL CHOICES THAN THE CROSSROADS OF UNION SQUARE AND SOMA.



THE MARKET

The Paramount ■ San Francisco



Adjacent Hotels & Offices

HOTELS			OFFICES		
1	Marriot Marquis	1,362 rooms	A	First Market Tower	1,034,329 SQ/FT
2	Four Seasons	277 rooms	B	One Front Street	638,768 SQ/FT
3	Park Central	681 rooms	C	425 Mark	945,394 SQ/FT
4	The Palace	556 rooms	D	50 Fremont Street	817,492 SQ/FT
5	St. Regis	269 rooms	E	350 Mission Street	451,005 SQ/FT
6	W Hotel	404 rooms	F	Salesforce Tower	1,420,081 SQ/FT
7	InterContinental	554 rooms	G	560 Mission Street	684,321 SQ/FT
8	Grand Hyatt	554 rooms	H	181 Fremont Street	432,609 SQ/FT
9	The Westin St Francis	554 rooms	I	400 Howard Street	335,246 SQ/FT
10	JW Marriot Union Square	554 rooms	J	140 New Montgomery	295,177 SQ/FT
11	HI SF Downtown Hostel	554 rooms	K	680 Folsom Street	400,000 SQ/FT



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