

THE TIMBRI HOTEL

# 950 MARKET STREET

CURIO COLLECTION BY HILTON

**SERIF**

RETAIL/RESTAURANT  
OPPORTUNITY  
SAN FRANCISCO, CA



**maven**  
RETAIL





# SERIF

The Serif is a transformative project located on a commanding corner on San Francisco's iconic Market Street corridor. The available space consists of 6,000 SF and is complimented with 242 residential condominiums, the 250-room Timbri Hotel, and a dedicated non-profit space. Combined with ample outdoor, publicly accessible open areas, this community-oriented development will enliven the neighborhood, activate the public realm, and provide gathering and employment opportunities for the community.

The striking 12-story building is the result of a collaboration between conceptual architect Bjarke Ingels Group of Denmark, interior architect IwamotoScott of San Francisco, and architect of record Handel Architects of San Francisco. The result is unlike anything in The City—in form, in color, in style. The bright white, textured facade takes cues from contemporary architecture, while the flatiron at Market and Turk Streets recalls early 20th century San Francisco. Also noteworthy is the variety of window shapes and sizes, connecting the building's interior with the surrounding area.

## AVAILABLE

RETAIL OPPORTUNITY: 6,000 SF

AVAILABLE LOWER LEVEL

STORAGE: 2,000 SF

DEVELOPER | Group I

ARCHITECTS | Bjarke Ingels Group, Handel Architects, and BAR Architects

LANDSCAPE ARCHITECT | Surfacedesign

UNIT COUNT | 242 Condos; 236 Hotel Keys

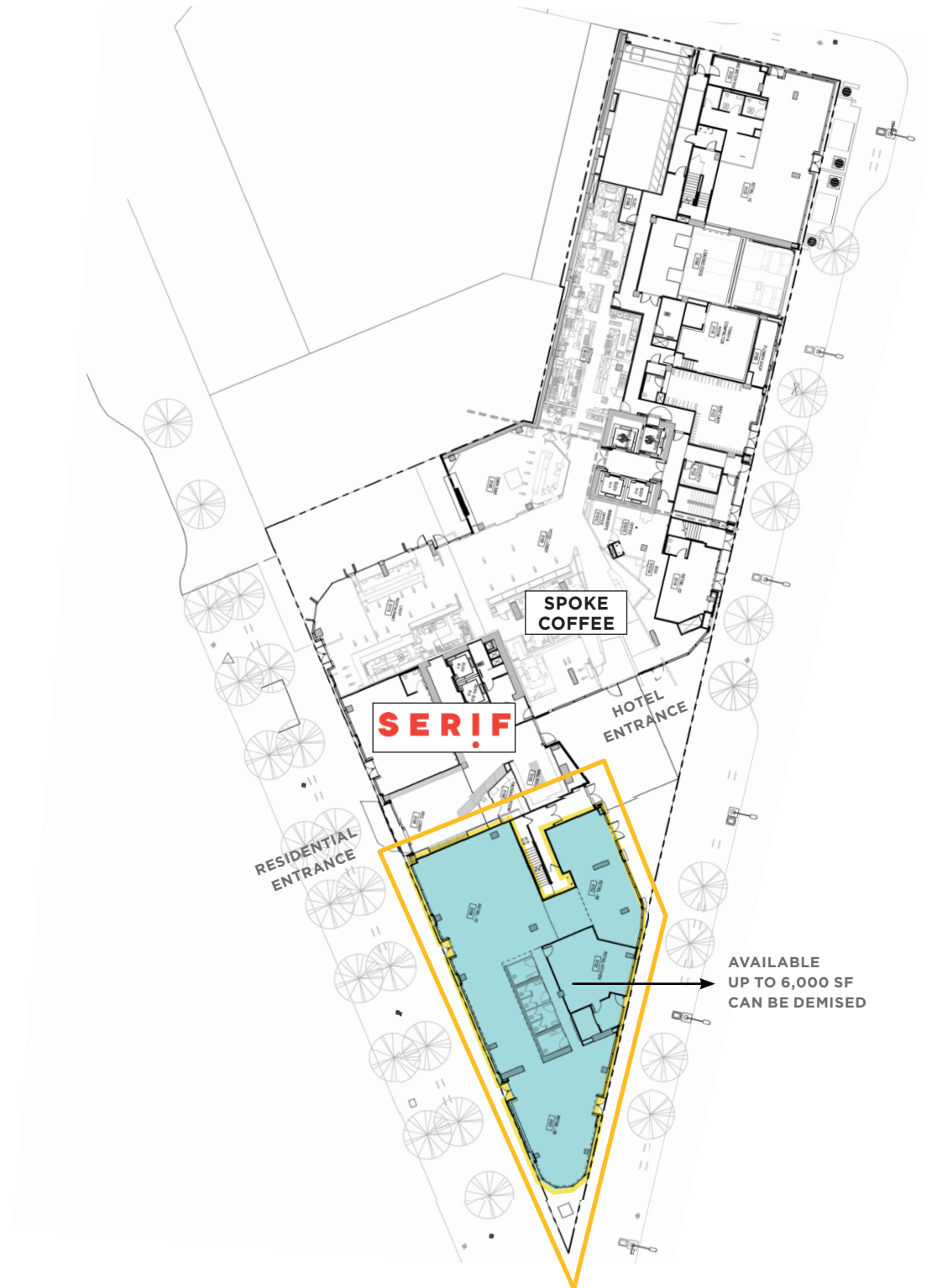




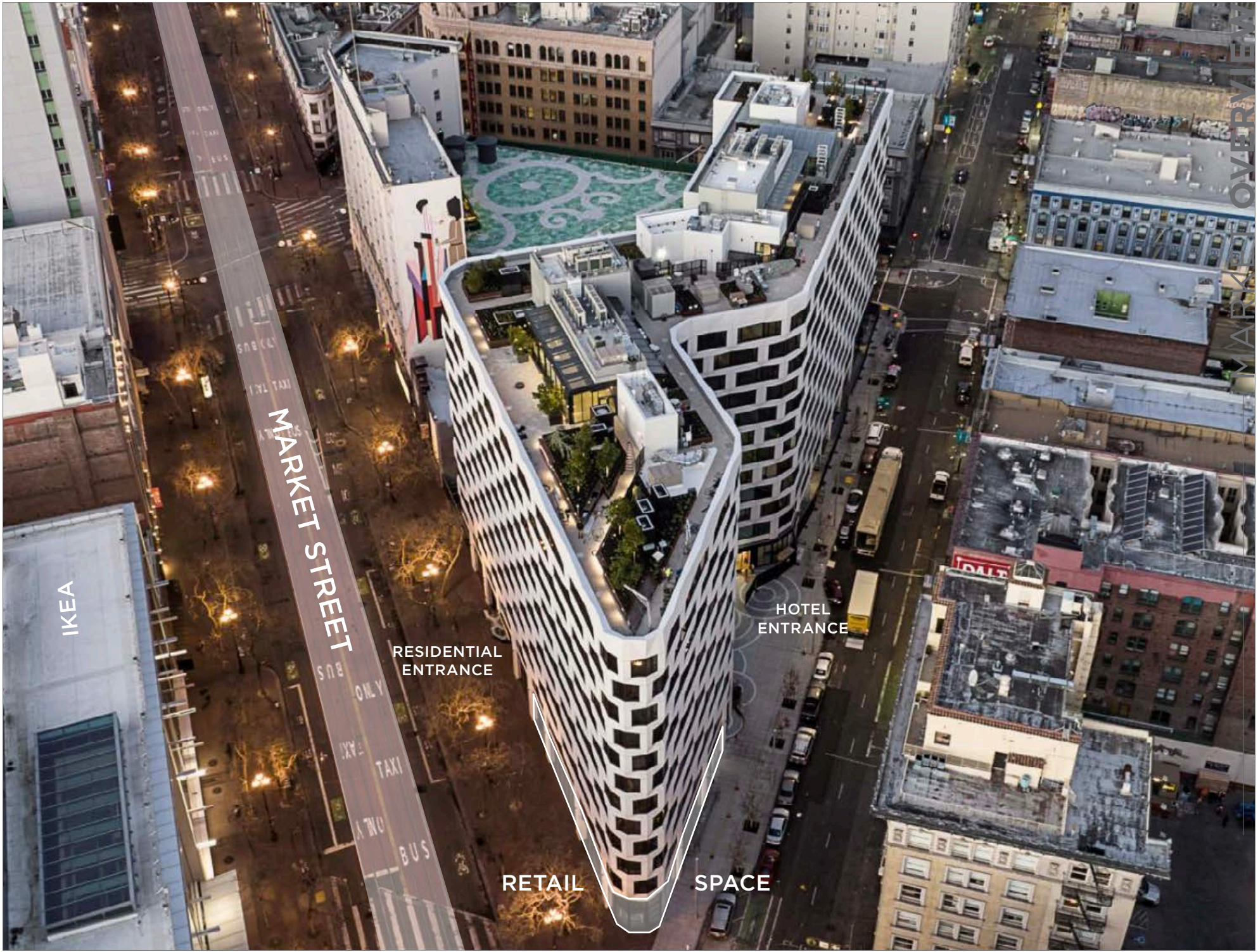


## FEATURES

- Up to 6,000 square feet available (can be demised)
- Commanding corner in one of San Francisco's most exciting projects
- Anchor by 242 Luxury condominiums and the 236-room Timbri Hotel, part of the MCG/Soho House family
- Restaurant-ready space / Type I Hood with 5,000 CFM duct
- Project anchored by the 236-room Timbri Hotel & 242 luxury condos
- Over 200 linear feet of street frontage
- Huge windows and ceilings
- Flexible floor plan can accommodate one or several concepts







IKEA

MARKET STREET

RESIDENTIAL  
ENTRANCE

HOTEL  
ENTRANCE

RETAIL

SPACE

MARKET STREET  
OVERVIEW



## THE MID-MARKET SCENE

The Mid-Market corridor in San Francisco is an area that includes museums, concert halls, theaters, shopping, and restaurants. The Mid-Market area generally runs lengthwise from 5th to 9th Streets and sits in the heart of San Francisco, with easy access to BART, MUNI, and San Francisco's famed cable cars. An area impacted by tourism, new development, and technology companies, the Mid-Market corridor is consequently one of the busiest shopping areas in the United States. 950 Market Street is situated in the heart of Mid-Market, and among many of the City's finest restaurants, cafes, and retailers. Surrounded by four- and five-star hotels, Mid-Market is changing with each passing month and is quickly becoming one of the most fashionable streets in San Francisco. 950 Market presents a great opportunity to plant a flag in an exciting part of San Francisco, and provides a great opportunity to be surrounded by amenities, public transportations, Union Square, the Financial District, and some of the world's most recognizable brands.



## MARKET STREET BRANDS



URBAN OUTFITTERS



wework

ZARA



BLICK  
art materials

BOSS



SEPHORA



H&M

ARITZIA

TUMI

POP MART









# SITE MAP







THE WARFIELD THEATER



IKEA



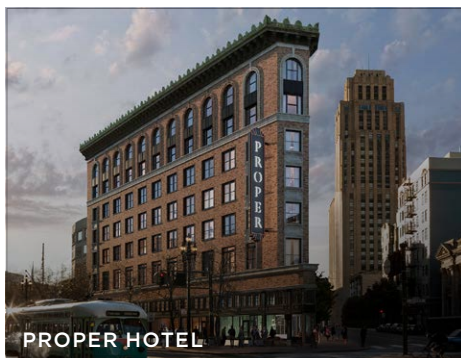
BLICK ARTS MATERIALS



GOLDEN GATE THEATER



SUPREME



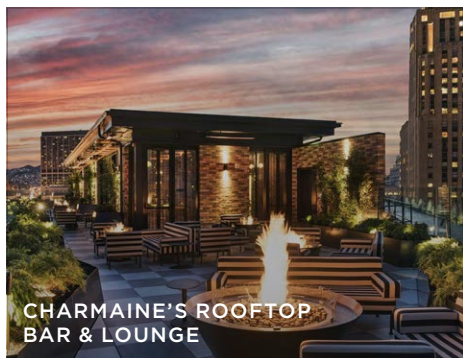
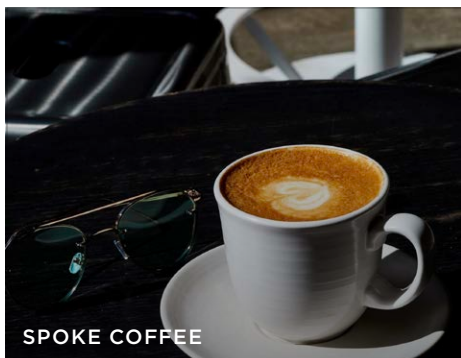
PROPER HOTEL



MONTESACRO



VILLON

CHARMAINE'S ROOFTOP  
BAR & LOUNGE

SPOKE COFFEE



BOSS



INTERNATIONAL ART MUSEUM

## MID-MARKET

950 Market is located in the Mid-Market district of San Francisco. The building is occupying the majority of a triangular block where San Francisco's Union Square, Financial District and South of Market districts meet. The 34,000 sq. ft. site shares the block with the historic Warfield Theater. San Francisco's Mid-Market neighborhood is a uniquely eclectic mix of residents, public and private-sector employers, businesses large and small, social service providers, and diverse cultural attractions. Mid-Market has emerged in the last decade as one of San Francisco's most

diverse and fast-growing neighborhoods. The street is filled with trending shops and unique boutiques, many of them longtime destinations for Bay Area shoppers and tourists. The property also enjoys the proximity to major touristic landmarks such as the Powell St. Cable Car, Chinatown, and Union Square, as well as a multitude of nearby hotels and boarding accommodations. Several parking garages and public transportation are located nearby.



## TOURISM

**25+ Million**

Visitors annually

**40%**Retail sales are accounted by  
1/3 of all visitors**90.6%**

Average hotel Occupancy

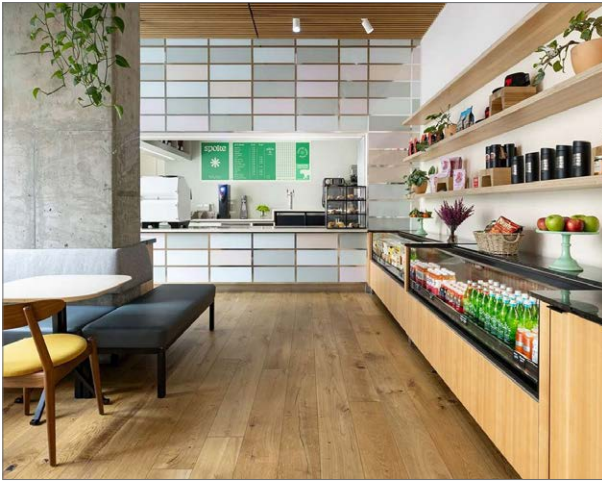
**60%**of San Francisco's hotels  
are within 5-minute walk**\$10.7B**Were the annual amount spent by  
visitors and tourists in San Francisco**\$276**

Average daily hotel rate

## HOTEL







At the intersection where SoMa and Union Square meet, the Timbri Hotel will endeavor to reflect the complex history, culture and spirit of the city by combining 21st century technology and design with the urban design in this historic neighborhood. The 236-room Timbri Hotel will also be home to San Francisco's first Alfred's Coffee and a landscaped rooftop solarium that enjoys panoramic views of the City.





## DEMOGRAPHICS



4,729,484

San Francisco Metropolitan  
Area population

\$149,589

Average resident HH  
income

70+

Events are hosted annually  
near Mid-Market

## RESIDENTIAL/OFFICE



506,816

Total daytime  
employees (3 miles)

44,813

Total business  
establishments (3 miles)

12,000

New residential units between  
Mid-Market and Van Ness

## TRANSPORTATION



61,000

Average daily BART riders

30 Minutes

of direct access to SFO  
from Powell station

126,018

Average riders from Powell station,  
which sees the most ridership



PREPARED BY

**maven**  
RETAIL

## CONTACT

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