

311 *Grant Avenue*



GEFEN

G E F E N

Trophy Union Square Building for Sale & Lease
Owner-User / Investment Opportunity

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**AVISON
YOUNG**

Investment Summary

311 Grant Avenue presents a rare opportunity to acquire a jewel-box commercial building in the heart of San Francisco's iconic Union Square — one of the world's premier destinations for shopping, tourism, and global brand presence.

Located along the vibrant Grant Avenue corridor, the property offers exceptional street visibility and curb appeal, with prominent signage opportunities and premier retail frontage. Currently, the longtime home of Gefen Gallery, a high-end art dealer, the building has been meticulously maintained and thoughtfully improved, reflecting a high standard of ownership.

Spanning multiple levels, the property features elegant interior finishes, generous ceiling heights, and abundant natural light throughout. A modern passenger elevator services all floors, enhancing accessibility and operational flexibility. Dual ingress/egress points offer convenience and adaptability for a variety of retail, gallery, showroom, or boutique office uses.

With its outstanding physical condition, architectural character, and prime location steps from world-renowned retailers, hotels, and transit, 311 Grant Avenue is ideally positioned for an owner-user, investor, or brand seeking a flagship Union Square presence.



7,079 SF



**4 Stories Plus
Fully Built Out
Lower Level**



**42' of Frontage
on Grant Ave.**



Elevator Access

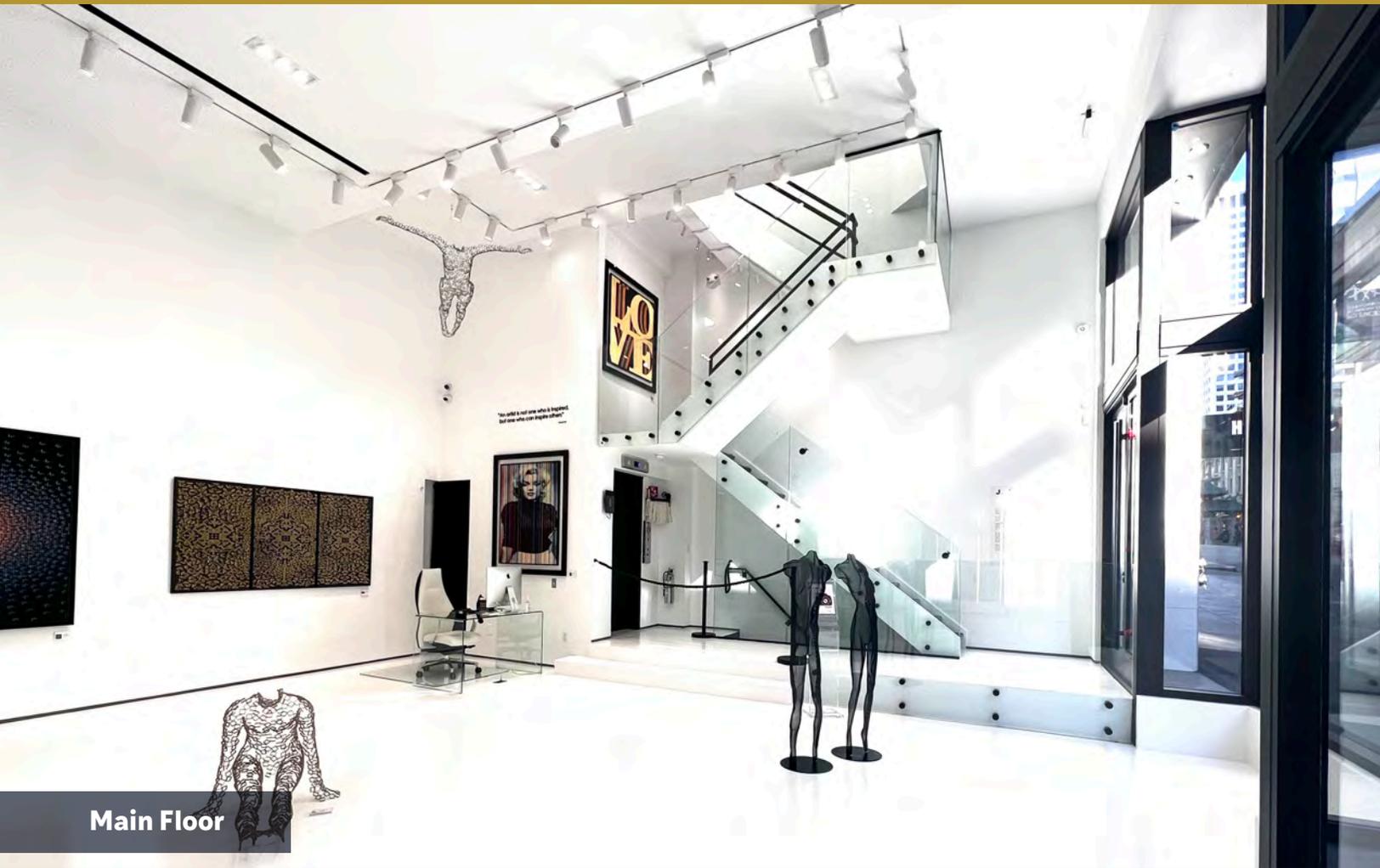
Investment Highlights

Unbeatable Location: Situated just two blocks from Union Square, San Francisco's premier shopping and cultural hub, and a mere block from the iconic Dragon Gate entrance to Chinatown. This prime spot guarantees immense foot traffic and visibility.

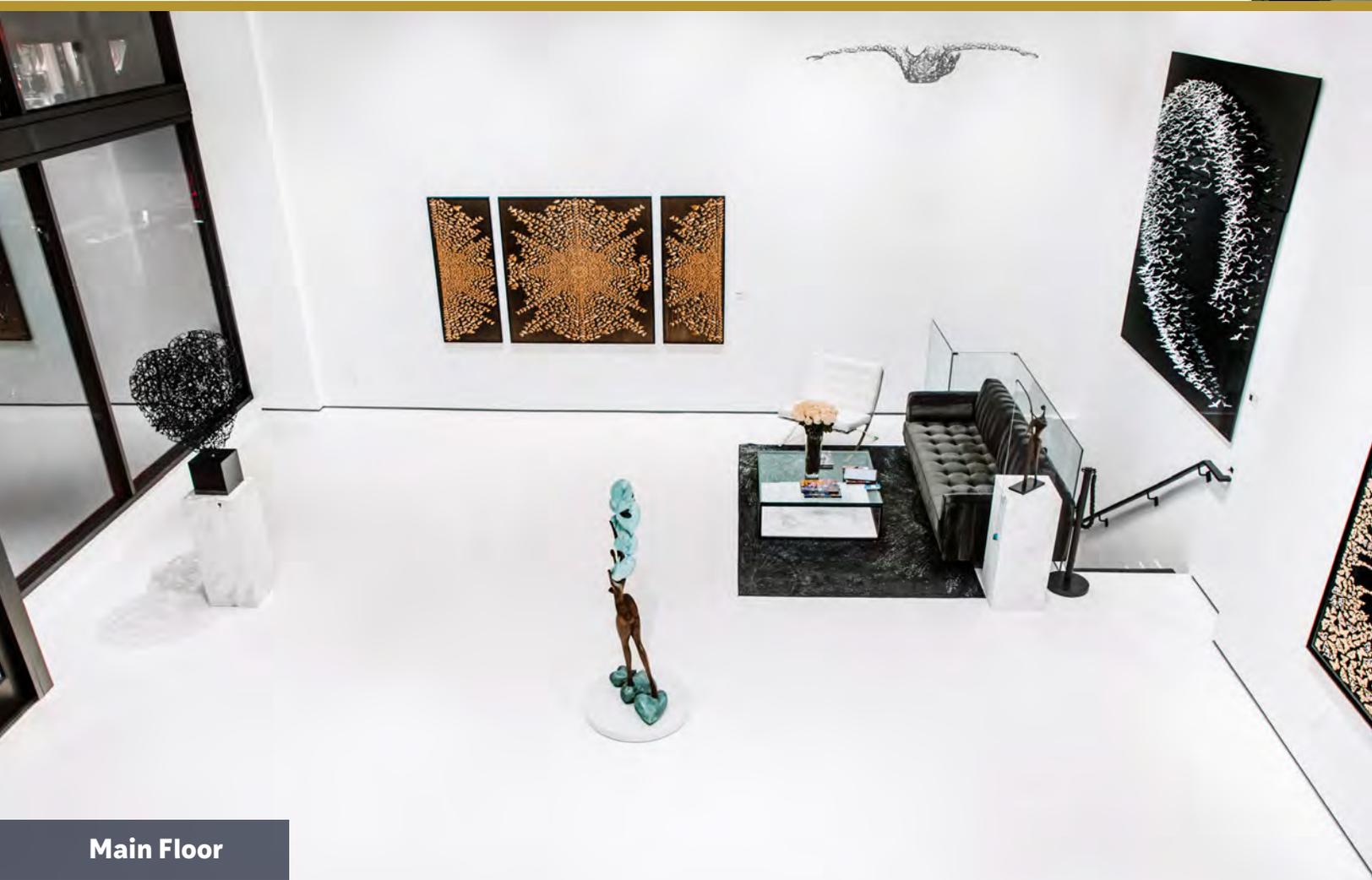
Exceptional Retail Presence: Boasting 42 feet of premium frontage with floor-to-ceiling windows on bustling Grant Avenue, the property offers unparalleled exposure to thousands of daily tourists and shoppers.

Immaculate & Modern Interior: Meticulously maintained, this building features high ceilings and expansive window lines, flooding the space with natural light and providing a pristine environment ready for immediate occupancy.

High-Impact Signage Opportunity: A prominent marquee signage opportunity offers brand-elevating exposure, ideal for luxury retailers, flagship stores, or prestigious design firms seeking maximum visibility.



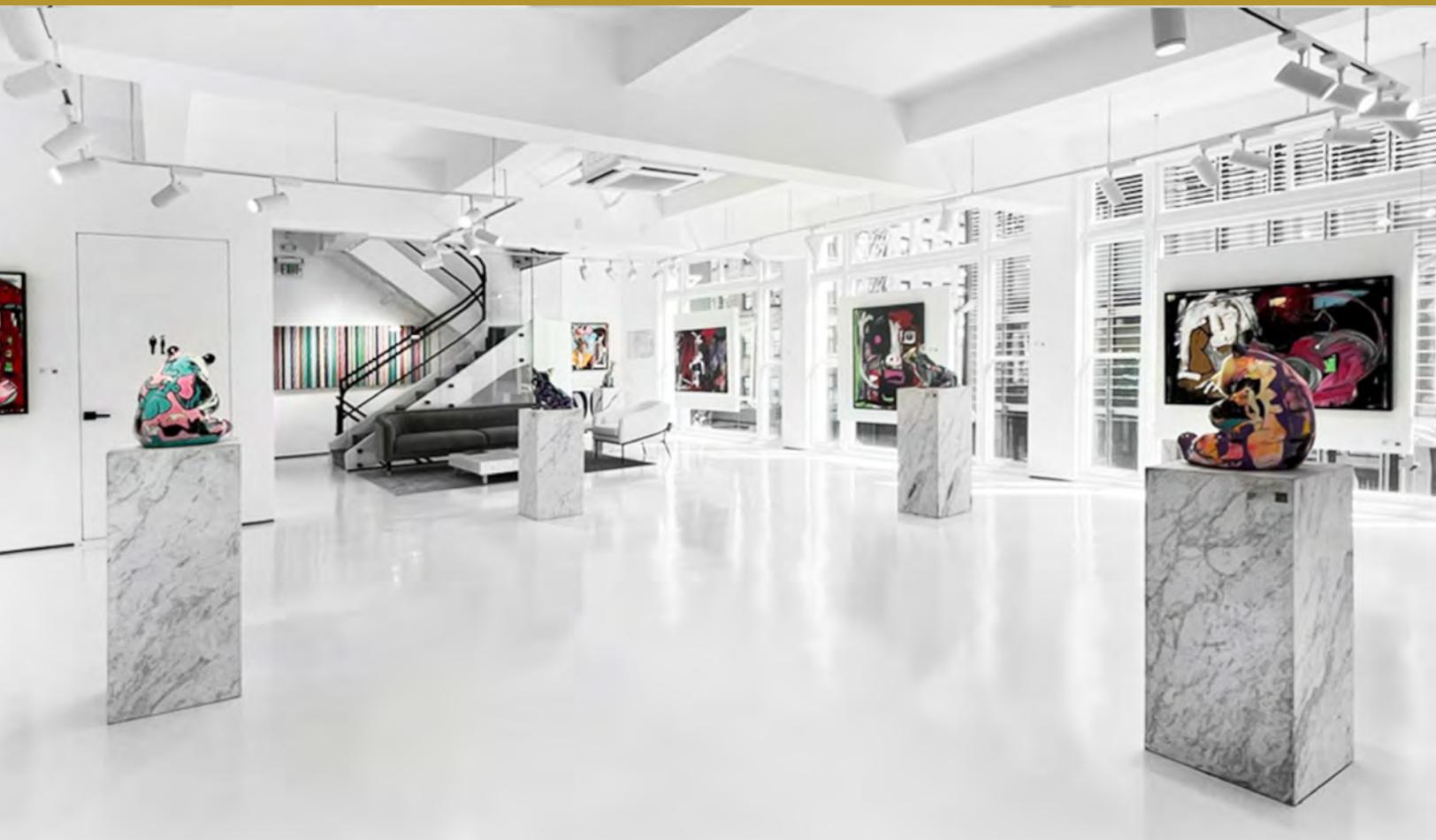
Main Floor



Main Floor



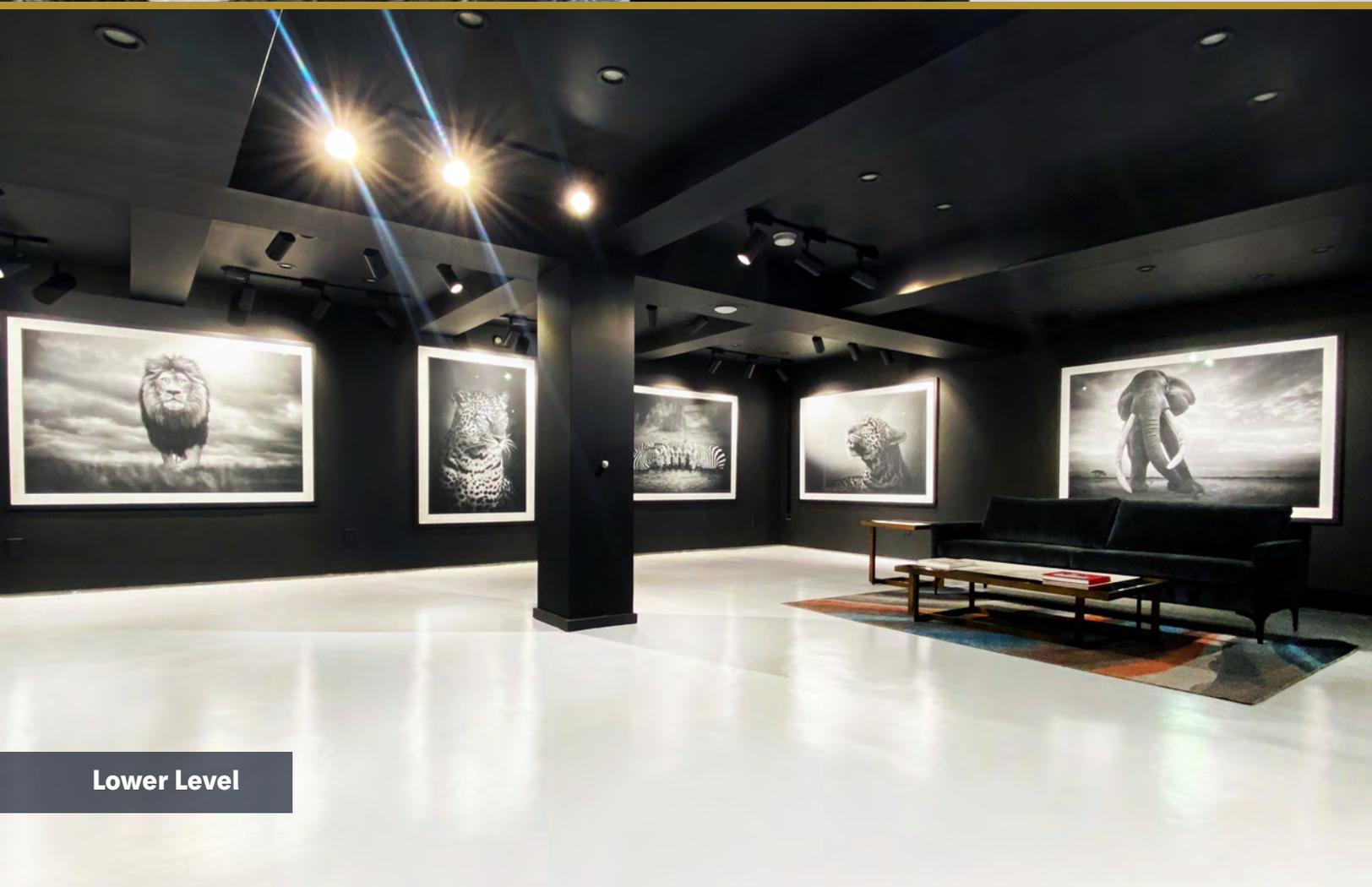
Second Floor



Third Floor



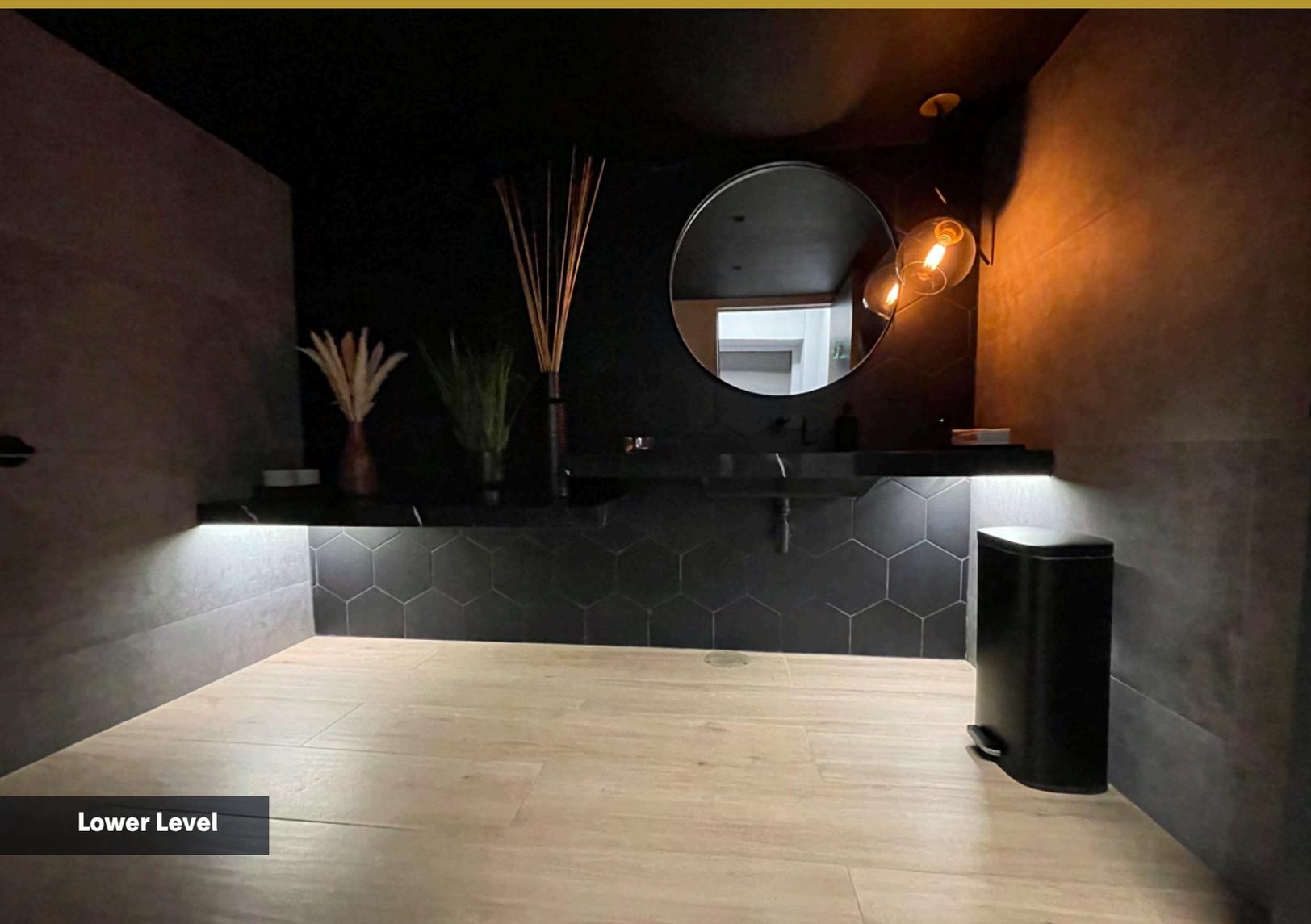
Fourth Floor



Lower Level



Lower Level



Lower Level

Union Square Overview

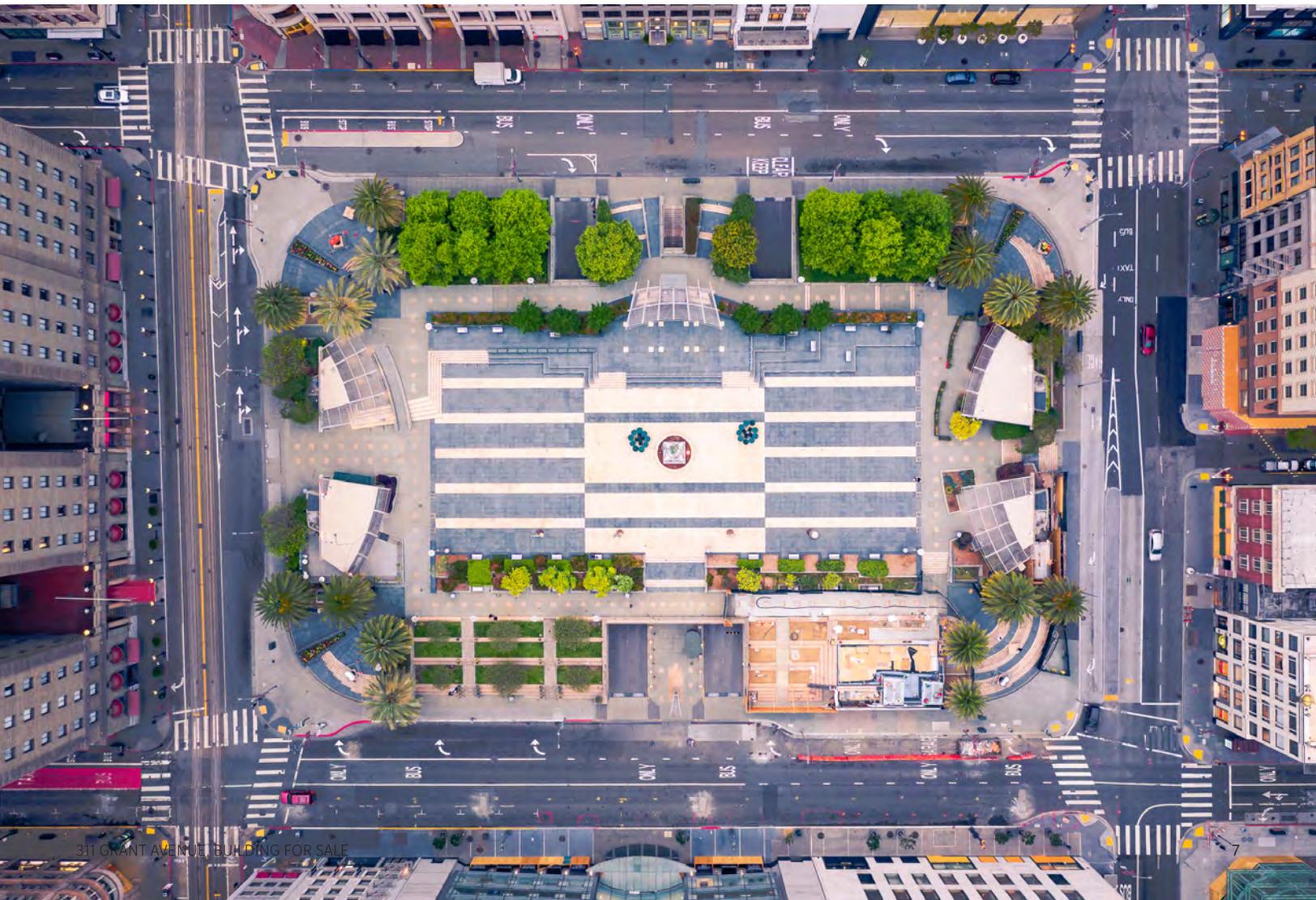
San Francisco's Union Square has long stood as a vibrant hub of culture, commerce, and tourism. This district is San Francisco's central gathering place and premier destination for retail, hospitality, and entertainment. This world-class district has attracted visitors from around the globe, offering a dense concentration of luxury brands, iconic department stores, and flagship boutiques—all framed by historic architecture and grand hotels.

Known as one of the top shopping districts in the United States, Union Square is home to world-renowned retailers like Louis Vuitton, Chanel, Hermès, Tiffany & Co., and Neiman Marcus. International visitors and Bay Area locals alike are drawn to the district's walkable blocks, high-end shopping experiences, and proximity to theaters, art galleries, and major transit lines.

Union Square is now undergoing a period of revitalization, supported by both public initiatives and renewed private investment. Tourism is rebounding, with hotel occupancy and foot traffic steadily rising throughout 2024 and 2025. Recent Union Square deals abound. Notably, Nintendo opened its second U.S. store in Union Square, Zara announced a new flagship store, and brands like Rolex, BVLGARI, MaxMara, and John Varvatos have recently signed leases, signaling confidence in the district's recovery.

City-led programs like "Vacant to Vibrant" are also helping transform empty storefronts into active retail and community spaces, contributing to a growing sense of energy in the district.

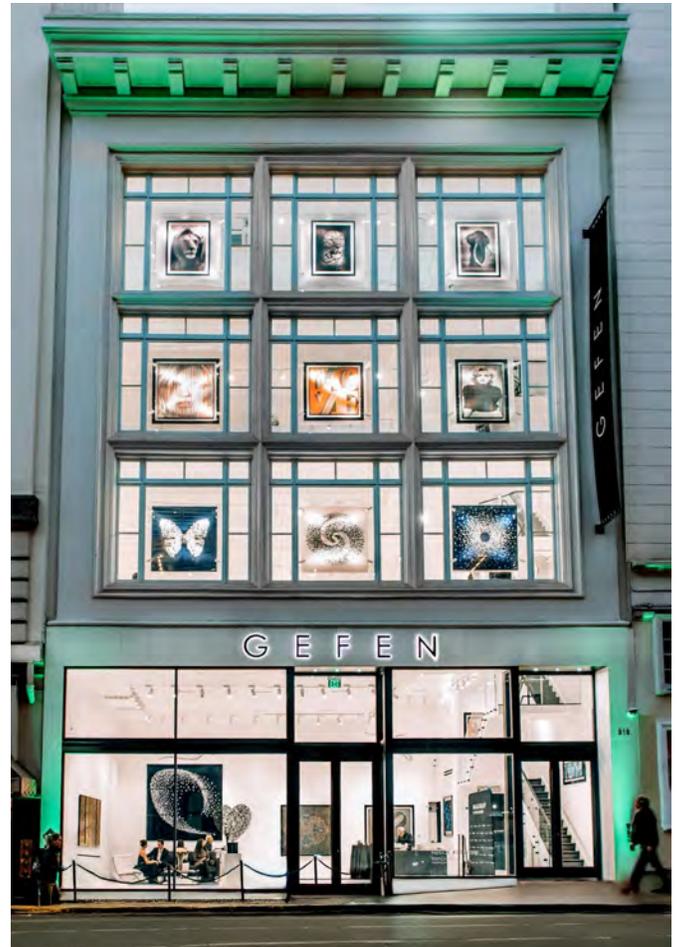
Today, Union Square is reclaiming its stature as a world-class destination—a place where global brands, historic charm, and the buzz of urban life converge. With ongoing investment and strong tourism tailwinds, its future as a premier commercial district looks bright. Be a part of this historical wave of revitalization in one of the world's most prestigious shopping districts.



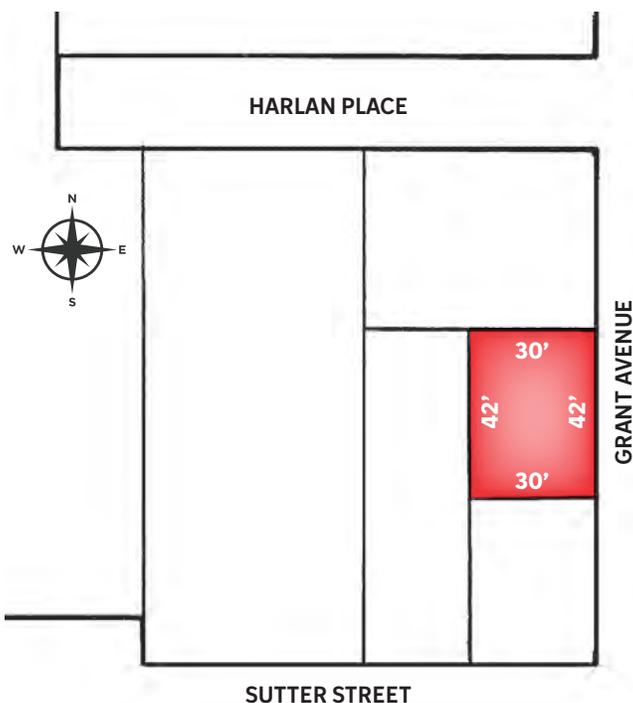
Property Description

Address	311 Grant Avenue, San Francisco
APN	0286-004
Zoning	C-3-R
Site Size	0.03 Acres 1,260 SF
Building Area	7,079 SF
Use	Owner User
Year Built	1909 / Renov 2021
Stories	4 plus Lower Level
Passenger Elevator	Upper Floors
Construction	Reinforced Concrete
HVAC	Servicing All Floors Installed 2022

Floor Plan	
Lower Level	2,039 SF
1st Floor	1,260 SF
2nd Floor	1,260 SF
3rd Floor	1,260 SF
4th Floor	1,260 SF
Total	7,079 SF



Plat Map



Zoning: C3R – Downtown Retail

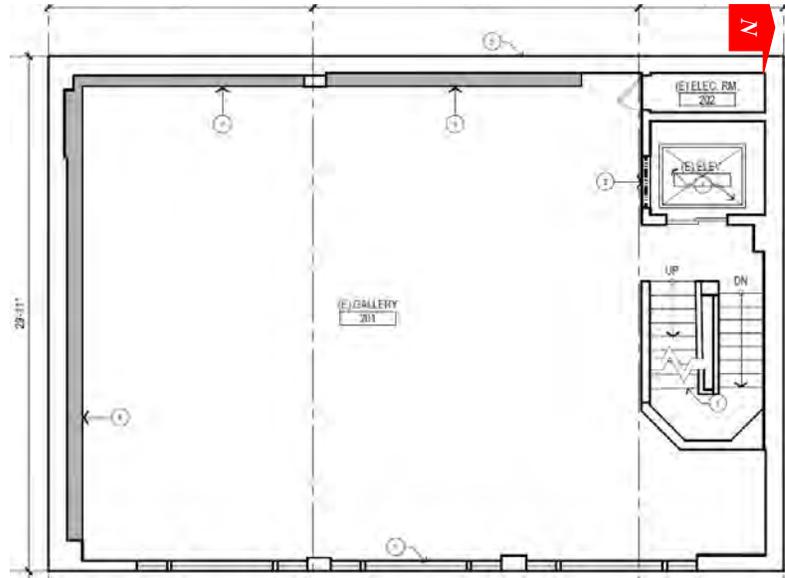
The C-3-R Downtown Retail District is a compact, walkable urban core for regional shopping and professional services. Like the adjacent downtown office district, it boasts excellent transit access, with peripheral parking. The planning emphasis within this district is on promoting a continuous presence of retail and professional services, cultivating pedestrian engagement and amenities.

Permissible Uses:

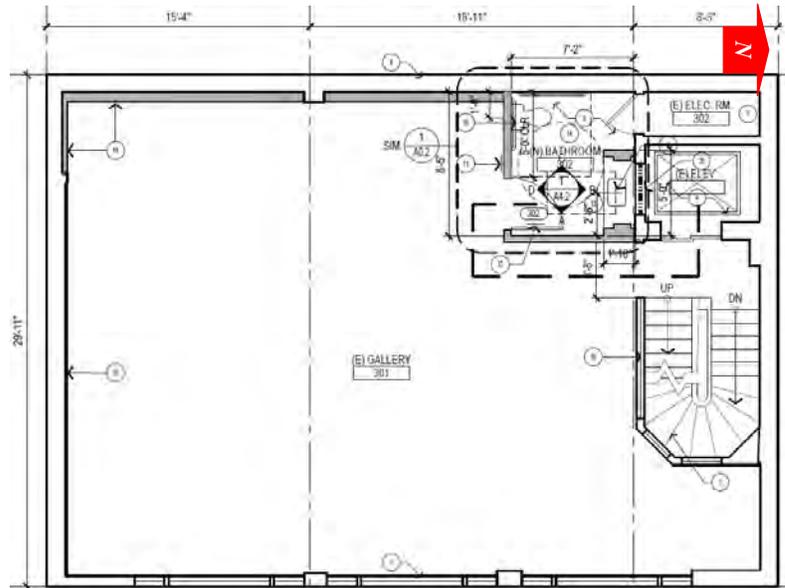
- Retail Sales & Services
- Entertainment & Arts
- Non-Retail Sales & Services
- General Office
- Design (Architecture / Interior)

Floor Plans

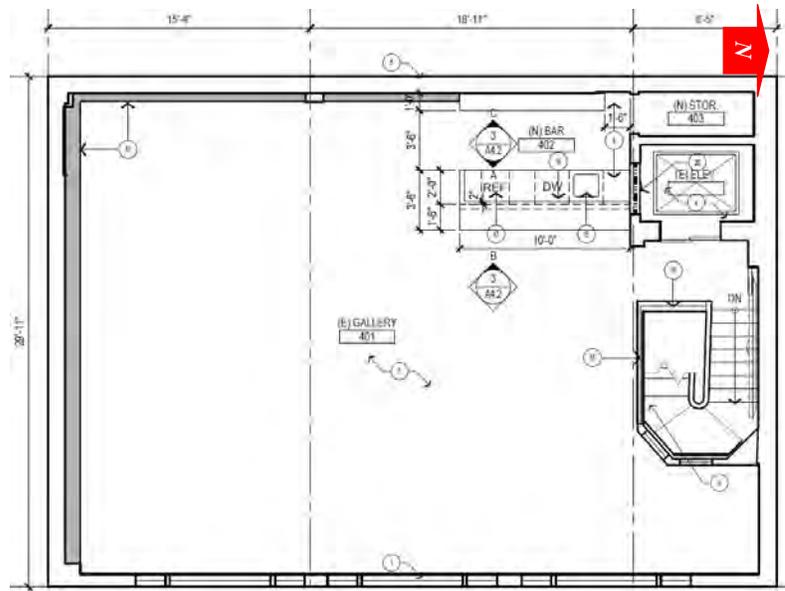
2nd Floor



3rd Floor



4th Floor



Sales Comparables



Address	225 Post Street
Submarket	Union Square
Sale Price	\$17,400,000
Price / Sq. Ft.	\$929
Cap Rate	N/A
Sale Date	Aug 2024
Bldg. Sq. Ft.	18,738
Use	Retail
Year Built	1909
Buyer	Moran Capital
Seller	Burberry

Notes Seller to vacate the property upon close of escrow. Office building with 3,151 sq. ft. of lower level space. Seismic completed in 2008, HVAC throughout and elevator service to all levels.



Address	166 Grant Avenue
Submarket	Union Square
Sale Price	\$26,000,000
Price / Sq. Ft.	\$2,312
Cap Rate	Confidential
Sale Date	Sep 2022
Bldg. Sq. Ft.	11,246
Use	Retail
Year Built	1907
Buyer	Prado Group, Inc.
Seller	Private Investors

Notes Property was listed for sale on open market and received multiple offers. Buyer was attracted to the opportunity due to the perceived below market rents and relatively attractive basis. Armani's lease's is set to expire in 2030.



Address	300 Grant Avenue
Submarket	Union Square
Sale Price	\$155,000,000
Price / Sq. Ft.	\$2,158
Cap Rate	Confidential
Sale Date	Aug 2022
Bldg. Sq. Ft.	71,832
Use	Retail / Office
Year Built	2021
Buyer	Hanwha Life Insurance
Seller	Artha Capital

Notes Partial owner-user purchase of a six-story mixed-use building comprised of approximately 40% retail and 60% office. The building was purchased by an existing tenant occupying the entirety of the office space. The property was 65% occupied at time of sale and has since been 100% leased up



Address	340 Post Street
Submarket	Union Square
Sale Price	\$63,000,000
Price / Sq. Ft.	\$4,352
Cap Rate	~3.9%
Sale Date	Dec 2021
Bldg. Sq. Ft.	14,475
Use	Retail
Year Built	1923
Buyer	Chanel
Seller	Stockdale Capital Partners

Notes Buyer acquired property with intent to relocate from 156 Geary St. William Sonoma's lease expires in mid 2025. Building consist of three stories of retail.





San Francisco by the Numbers



Unemployment Rate

3.5%
488,045



Executive, Managers, and Administrators

17.2%
100,148



Computer and Mathematical Occupations

10.2%
59,409



Sales

8.9%
51,818



Business and Financial Operations

10.08%
58,714



Offices and Administrative Support

10.79%
62,850

Education

65.8% of the population in San Francisco have an associate's degree or higher. 60.78% have a Bachelor's degree or higher.



< Grade 9
7.09%



Grade 9 - 12
4.22%



High School
11.58%



Some College
11.31%



Assoc. Degree
5.02%



Bach. Degree
34.99%



Grad. Degree
25.79%

311 Grant Avenue



BRILLIANT EARTH

COS BAR

RIMOWA

BVLGARI

YADAV

DIOR

Maiden Lane

DOLCE & GABBANA

Grant

O'Farrell

Verba Buena Lane

Mission

4TH ST

Minna

Tehama

Fifth & Mission Parking Garage

Mason

5th St

Stevenson

Jessie

6th St

California

Pine

Sutter

Geary

Union Square

Stovokton

Powell

Ellis

Cyril Magnin

Moscone Center

Folsom

Howard

Jessie

Stevenson

6th St

California

Pine

Sutter

Geary

Union Square

Stovokton

Powell

Ellis

Cyril Magnin

Mason

5th St

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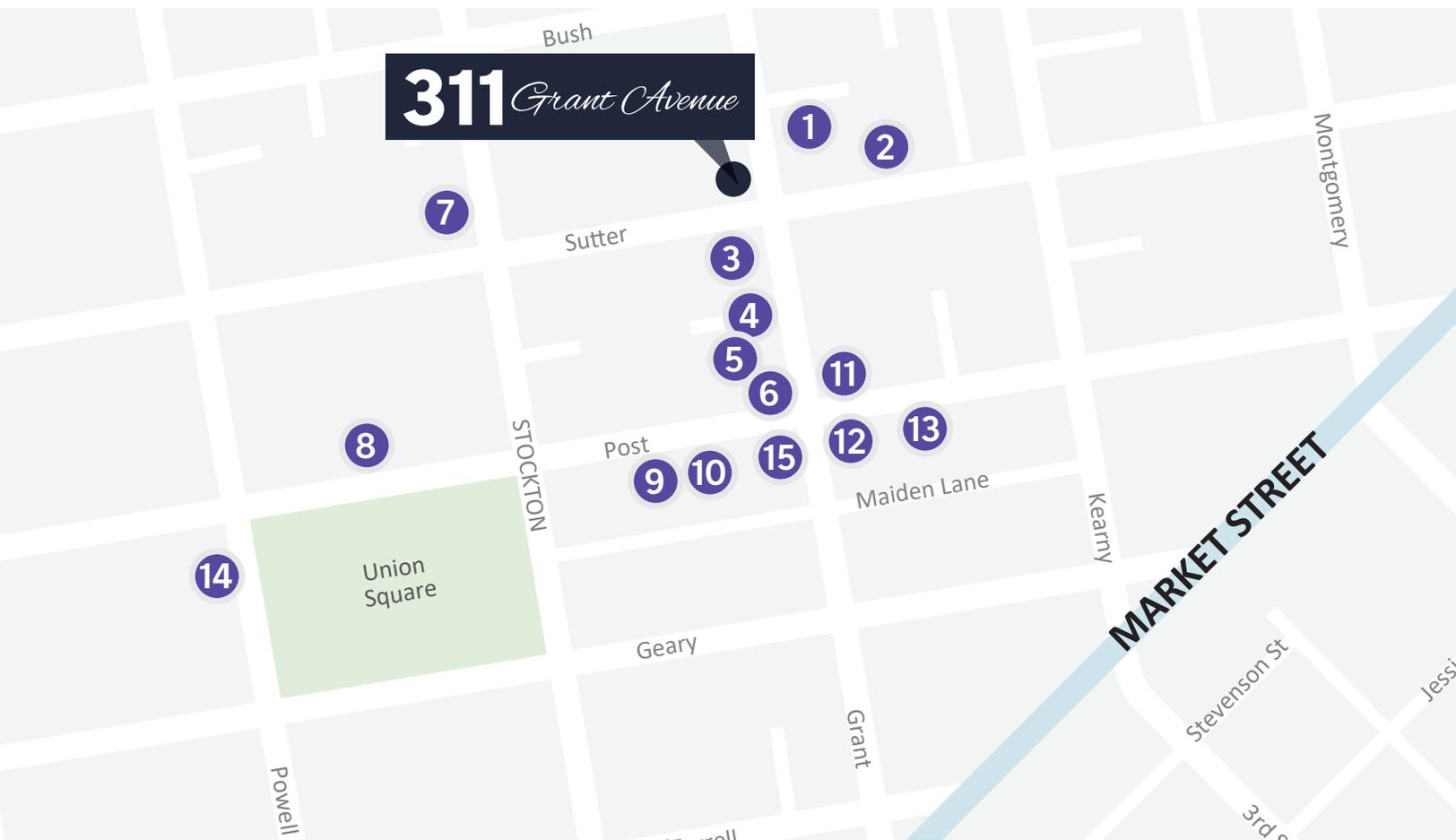
Cyril Magnin

Mason

5th St

Stevenson

Ideal Location for Luxury Jewelers



Nearby Jewelers

#	Jeweler
1	Brilliant Earth
2	Cresalia Jewelers
3	Lang Antique & Estate Jewelry
4	Edmund R Weber Jewelers
5	Watson & Son
6	Harry Winston
7	LD Jewelry
8	Tiffany & Co.
9	Graff
10	GKrown Jewelers
11	BVGARI
12	Yadav
13	Shapur Mozaffarian Fine Jewelry
14	Pandora Jewelry
15	Cartier

BRILLIANT EARTH® BVLGARI
TIFFANY & CO. *Cartier*

311 *Grant Avenue* in San Francisco is an ideal location for a jewelry business due to its prime Union Square spot, a global shopping destination ensuring exceptional foot traffic and visibility for luxury goods. This area is already a concentrated hub for high-end retail, benefiting from its proximity to prominent jewelry stores like Cartier and Brilliant Earth, drawing a focused audience. The “jewel-box” building itself offers 42 feet of premium frontage with floor-to-ceiling windows, providing unparalleled exposure and signage. Its elegant interiors, high ceilings, and natural light create an inviting atmosphere. Excellent accessibility via a modern elevator and high Walk/Transit Scores further enhance its appeal. Surrounded by affluent demographics and numerous hotels, 311 Grant Avenue is a strategic and highly advantageous choice for any jewelry business in San Francisco.

Disclaimer

311 Grant Avenue, San Francisco, CA (the “Property”)

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