



Tower Commands Powerhouse Views



SAN FRANCISCO— The new kid on the block, **399 Fremont**, lends an architectural flair to the burgeoning **Rincon Hill** neighborhood. The residential high rise opened its temporary leasing center at the corner of Harrison and Fremont streets in advance of first move-ins this spring. The for-lease building, developed in a joint venture by **UDR Inc.** and **MetLife Inc.**, has a distinct combination of high-end finishes, panoramic views via a rooftop lounge and plentiful amenities. And, when complete, it will have contributed more

than \$20 million to the **affordable housing fund**.

Jerry Davis, chief operating officer at UDR, tells Globest.com: "The 25,000 square feet of amenity space at 399 Fremont, including the large pet play park, heated lap pool, expansive fitness club and Sky Lounge, along with many other common areas filled with fine artwork, design and services provide residents a lifestyle vibe unique to the confines of the building while still the opportunity to enjoy the extended advantages of our dynamic San Francisco neighborhood right outside their door."

The 42-story building features 447 homes, ranging from studios to three-bedroom penthouse suites. With homes ranging from 420 square feet to more than 2,200 square feet, 399 Fremont offers the largest average-sized homes in a for-lease environment.

Homes have high ceilings with floor-to-ceiling windows, and the heating and cooling can be controlled via Wi-Fi. Internet access is free, with speeds up to one gig. There are full-sized washers and dryers in each home, quartz countertops and walnut flooring.

In addition to a heated lap pool and spa, the fitness center offers a yoga room, a spin room and a full gym. There are also wine storage rooms, a catering kitchen, multimedia center, three conference rooms and a 3,000-square-foot private dog park and outdoor pet lounge.

As a LEED Silver-certified property, it is the first for-lease building in the country with 100% LED lighting. It features a number of systems and fixtures that minimize energy and water consumption, including a roof feature of solar panels that pre-heat water. The building encourages sustainable transportation with bicycle storage and a bicycle repair room.

"MetLife is excited to be involved in the 399 Fremont project in San Francisco as it fits our long-term strategy of developing high-quality core assets in markets with strong fundamentals," said **Joel Redmon**, managing director at MetLife. "We have a strong and successful relationship with UDR and we look forward to the start of leasing of this first-rate property."

Architectural firm, **Solomon Cordwell Buenz**, created curved exterior glass walls, stylish balconies, a distinctive roof and nighttime illumination to establish 399 Fremont as a major addition to San Francisco's skyline. Inside the building, art installations are displayed throughout the common areas, giving the feel of an art gallery.

The leasing center features a three-dimensional model of the building linked to an interactive video wall. Prospective residents can use the model and video wall to view floorplans, take a video tour of a home and explore views from each home.

"We are thrilled to begin the leasing process for this stunning new community," said Davis. "At 399 Fremont, we have set a new standard in for-lease high rises in San Francisco. The homes are spacious with the finest finishes and amenities, ensuring that every resident's need is met, and the views of San Francisco and the surrounding Bay are simply breathtaking. We are excited to have begun and are already looking forward to the first move-ins this spring."

As previously reported, nearby 340 Fremont held a topping-out ceremony last year.

http://www.globest.com/news/12_1287/sanfrancisco/multifamily/Tower-Commands-Powerhouse-Views-365401-1.html