



Renovation Touches Every Surface

The Paramount's new look includes a living wall and artwork from renowned artists, which adorns the walls and hallways of the recently unveiled \$25 million re-imagination.

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The update includes a total refresh to the lobby, common spaces and residences.

SAN FRANCISCO—Originally constructed in 2001 with 387 market rate apartments at 680 Mission St., The Paramount's \$25 million re-imagination was recently unveiled. Enhancements to the property rising 43 stories in SoMa include a total refresh to the lobby, common spaces and residences, according to Related Companies.

"The significant property-wide re-imagination further elevates The Paramount's status as one of the most coveted San Francisco high-rises and was designed to enhance our creative, professional and entrepreneurial residents' lifestyles," says Bill Witte, chairman of Related California.

Designed by Marmol Radziner, a West Coast-based design-build firm, The Paramount's new look is elegant

and contemporary, incorporating natural elements, such as polished marble and wood textures throughout the lobby and the entire building. The newly refurbished lobby creates a welcoming space for residents and guests, complete with a Nacardo quartzite accent wall, lounge seating, limestone floors and a living wall created by Habitat Horticulture. Reflecting San Francisco's commitment to the arts, The Paramount also features artwork from renowned artists, such as Eva Schlegel and Val Britton, which adorns the walls and hallways of the building.

"This was one of the first projects Related did in San Francisco but it was not the neighborhood it is today," Joe Walsh, senior project manager of Related Companies, tells GlobeSt.com. "The renovation touched every surface, and everything feels new and fresh. Combined with an unbeatable location, this condo-quality property is evidence of a high-touch operation."

Each of The Paramount's updated residences feature modern finishes, a full-sized washer and dryer, oversized windows and hardwood flooring throughout. Kitchens include stainless steel Bosch appliances, walnut cabinetry, Caesarstone countertops and a full-height marble backsplash while the bathrooms boast Italian tile flooring.

In addition to the new design elements, the property has unveiled new resident amenities, including an entire floor of functional and social space complete with fully equipped workspaces, a fitness center and a yoga studio, as well as a heated outdoor swimming pool, landscaped rooftop terrace with lounge seating, cabanas and a rooftop dog run.



The Paramount's full-service business center caters to residents who work from home, boasting three spacious private conference rooms and a tech bar equipped with complimentary computers, printers and a coffee station. Adjacent to the conference center is the building's entertainment lounge, furnished with a demonstration kitchen, dining area, and large flatscreens for residents and guests.

Residents have complimentary 24-hour on-site valet parking, valet dry cleaning services, personal storage, bicycle storage, a concierge and RelatedStyle Services. Additionally, as owners of Equinox and Soul Cycle, Related provides The Paramount's residents with exclusive benefits at both establishments. Residents of The Paramount are also given access to unlimited 30-minute rides with Bay Area Bike Share for the first year.



The Paramount's 387 apartments range from studios to two-bedroom residences. Studios start at \$3,195, one bedrooms begin at \$3,895 and two bedrooms start at \$5,895 a month.

The Paramount is within walking distance to the city's entertainment, nightlife, dining, museums, art galleries and shopping. There are also 360-degree views of the Bay Bridge, Golden Gate Bridge, the Bay, Yerba Buena Gardens and downtown, and access to major transportation hubs and highways.

Related has redefined the concept of metropolitan living by introducing residential rental properties in Boston, Chicago, Los Angeles, Washington DC and New York City as well.

