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Q1 2019 • \$5

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HVAC Updates

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Floors & Surfaces



LUMINA Luxury Living Atop San Francisco

A Glimpse into a Penthouse Life in a City Where Prosperity Is Truly Enjoyed



Top: LUMINA's 41st floor penthouse terrace. Above: aerial view of the complex. Photo credit: Steelblue.

LET'S SAY YOU'VE MADE A KILLING in the crazy wild San Francisco economy and want a place to live that's close to work. At the corner of Main and Folsom Streets, where the sizzling SoMa business mecca meets the Embarcadero rises a towering condo complex called LUMINA with 656 dwellings that look down on the glittering San Francisco Bay or across the bustling city that's leading the world way into the 21st century.

What amenities define a luxury high-rise, you might ask?

LUMINA features a bi-level club lounge, a private dining room with a chef kitchen, a theater, a Jay Wright-designed fitness center with a climbing wall, two private exercise studios and spa facilities for private treatments. It also includes a 70-foot lap pool that's heated,

a Woodlands Market full-service grocery store on the ground level, an outdoor patio overlooking downtown, a landscaped rooftop terrace with barbecues and fire pits and outdoor screening capabilities, a games room, a screening room, a children's play room, a fully equipped music practice room, a business center, an open green space adjoining the community and of course 24/7 access to complimentary, on-site valet parking.

Recently, developer-landlord **Tishman Speyer** released its top-floor penthouse homes to market. Buyers have the option of choosing one of two fully customizable shells ready for personalized design. These final remaining residences in LUMINA's Folsom Street Tower each span a half floor, on two separate stories, with approximately

(Continued on page 41)

LUMINA *(Continued from page 5)*

5,500 square feet of customizable indoor space and 300 square feet of outdoor space.

To help potential buyers envision the layout possibilities in these shell homes, Jeff Schlarb Design Studio has created three storyboards with different schemes and creative floor plans. One of these plans was then staged and fully furnished in a penthouse shell by interior designer Green Couch. The staging includes striking and imaginative murals painted by celebrated Mexican-American artist J. Manuel Carmona.

Since LUMINA released its first phase of homes in the fall of 2014, the high-rise luxury community has been a top choice for homebuyers seeking a premier urban lifestyle. LUMINA has been a cornerstone of the up-and-coming Rincon Hill area as the neighborhood has grown up around it in recent years with new shopping, dining, and lifestyle options. These two fully customizable penthouses are the final opportunity for homebuyers to join the LUMINA community, which



LUMINA penthouse with staged interior. Photo credit: Steelblue.

offers approximately 45,000 square feet of state-of-the-art amenities.

"We're extremely proud of what we've created here at LUMINA," says Carl Shannon, Senior Managing Director at Tishman Speyer. "We see these two penthouses as the crown jewels this community, and whoever decides to make their home here will not just receive an expansive floor plan with stunning views—they'll get one of the last opportunities to join this amazing community that has grown so much over the past few years."

With major San Francisco-based employers such as Uber, Lyft, Slack, Airbnb, and Instacart rumored to be launching IPOs in 2019, there is no shortage of demand at the upper echelon of the luxury home market.

Each penthouse boasts dramatic, double-height ceilings in the living area, with 20-foot-high glass walls that reveal panoramic vistas of the City and the Bay, and a private outdoor deck. ■

Major Real Estate Trends *(Continued from page 31)*

commercial real estate firms have fully embraced technology to become more information efficient. So, what is PropTech? Vincent Lecamus, with M, defines it simply: "It's a collective term used to define startups offering technologically innovative products or new business models for the real estate markets." Demand for tech solutions to help make it more efficient for brokers to find and conduct deals, for landlords to manage properties, and for investors to raise funds is expected to accelerate in 2019. There is no question that connectivity is no longer an added benefit, but a must in commercial buildings (residential also!). However, Andrew O'Donnell, EY EMEA Real Estate Leader, offered a warning that if landlords spend too much time focusing on every sensor and every piece of infrastructure, there is risk that it will be the wrong hardware, and within two to three years may be obsolete. In spite of the fact that this

industry has piqued the interest of VC companies, which have poured \$3.3B into PropTech companies across the globe, it seems that a bit of caution is in order, to allow this industry to mature before too much money is spent on new technology that will soon be replaced by even newer technology. All in, I am left with the thought that thinking before following all of the new trends is not a bad thing. In the struggle to keep up and to excel, we may take steps that result in unintended consequences. The opportunities afforded to real estate and the community at large are vast, and we should be thoughtful about which ones we adopt. ■

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