

DWELL

Heavenly Habitation

With its latest residential venture, Four Seasons offers an unparalleled lifestyle for San Francisco's fortunate few.

BY PATI NAVALTA POBLETE



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Each residence at 706 Mission will include handselected fixtures, appliances and furnishings.



Clockwise from top left: Spacious interiors at 706 Mission will include large kitchens with customized appliances; guest rooms will feature en suite baths; private informal family areas will enjoy stunning city views.

Imagine pulling up and having a valet waiting at the end of your discreet driveway. You take the elevator up the high-rise, turn the key to your front door and feast your eyes on the view from floor-to-ceiling windows overlooking San Francisco's colorful Yerba Buena arts and culture district. You ponder your choices: working out at the luxury fitness center designed by celebrity trainer and fitness guru Harley Pasternak; grabbing a bite alfresco; or having a drink at the club, where you know a concierge and bartender will be there to tend to your needs. Either way, it's only an elevator ride away.

You could also kick back and enjoy private dining by one of the fire pits on the nearby outdoor terrace. Kerrin Laz, former wine director for Dean & DeLuca, and Maria Delgado, an acclaimed art curator, are on hand to provide you with unprecedented anticipatory services, not to mention a whole dedicated team focused on catering to your cravings.

Sound like the ideal luxury hotel stay? That's exactly what Four Seasons Hotels and Resorts is aiming for. Only it's not a hotel. It's a lifestyle—and home—for San Francisco's fortunate few.

Four Seasons Hotels and Resorts has partnered with 706 Mission Street Co LLC to replicate the ultimate luxury hotel experience for everyday life. Forget bemoaning San Francisco's rising cost of living (the California Association of Realtors reports \$1.63 million as the average price of a single-family home here)—this project embraces and celebrates the finer things in life, boldly and unapologetically. And for a mere \$2.5 million (at the entry level), this milieu can be yours.

Four Seasons Private Residences at 706 Mission is now under construction and slated for completion next spring. The project will mark only the fourth stand-alone Private Residences under Four Seasons in



From top left: 706 Mission's 146 private residences will feature grand entryways and living spaces; floor-to-ceiling windows will bathe rooms with natural light.

the world, followed by projects in London, Los Angeles and Marrakech. With two buildings—one a 10-story restoration of the historical Aronson Building circa 1903, and the other a sleek 45-story, 510-foot tower—Dilan Urun, managing director of sales, says these residences will be the only one of their kind in the world.

"You may have 40 or 50 private residences in the other projects, but, here, there will be 146 ultraluxury units," she says. "Each home is going to be different in some way, with handselected furnishings for each unit. Luxury here is about lifestyle, uniqueness and scarcity. This is the lifestyle that Four Seasons offers."

Scarcity is indeed a factor. The project is being built on Yerba Buena district's last remaining buildable space, but don't let the

area's tight squeeze fool you. The units are surprisingly spacious, with most residences ranging from 2,800 square feet to upward of 4,000 square feet for two- to four-bedroom units. There is also a limited supply of one-bedroom units at approximately 1,200 square feet. For those looking for something more, the project also boasts premium penthouse residences from \$15 to \$25 million.

Sales began for the units in May, and they are already proving to be in high-demand—from, believe it or not, clients looking to scale back.

"A lot of the buyers are homeowners looking to downsize from mansions," says Urun. "It's refreshing to them because it's not completely downsizing. It's managed by Four Seasons, but they're not sharing any common areas with hotel guests. We have

buyers from the Pacific Rim, Europe, Russia—and Atherton homeowners who just want a place in the city."

Customization is a main component of this offering. Each unit will include a grand entryway, at least two walls of floor-to-ceiling glass, adjacent yet private informal family areas, large kitchens in the heart of the space, master bedrooms with optimal views, in-home offices, and guest rooms with en suite baths. Sales materials tout personalized touches such as reconfiguring kitchens to be open or closed. Penthouse buyers also have the option of purchasing a "shell home" that can accommodate design specifications.

Amenities, however, are the real selling point here. Think beyond a built-in speaker system. All Four Seasons residential offerings will include exclusive residential amenities, such as spa services arranged through the 24/7 concierge, in-home dining, and housekeeping, blissfully blurring the lines between hotel life and everyday life.

"The creme de la creme of society will live here," says Urun. "This is going to be the most coveted address in San Francisco." ■

