

## San Francisco's Smartest Building, Jasper, Receives SFAA's "Best New Development"

Jasper, a Crescent Heights® Inspired Community located on San Francisco's historic Rincon Hill, is pleased to announce that the project has been awarded the designation of "Best New Development" for 2015 by the San Francisco Apartment Association (SFAA) at their annual Trophy Awards ceremony. In addition, Jason Kamen was named "Best Property Manager" for his work at Jasper and sister property NEMA, located in San Francisco's Mid-Market neighborhood. The prestigious awards underscore the property's exceptional and continued commitment to offering the pinnacle of urban luxury living and progressive approach to the art of hospitality.

The SFAA Trophy Awards honor the firms, employees and properties that lead San Francisco's rental housing community. Awards categories for properties include Independent Owner, General Manager, Residential, Amenities, Best New Development, Resident Manager, Green Building and Repositioned Property, among others. To be considered for a SFAA Trophy Award, a property, individual or company must be nominated and put through a highly selective award-electing process.

"With so many worthy projects in contention this year, we are incredibly honored to be recognized by the San Francisco Apartment Association," said Roman Speron, regional manager of Crescent Heights®. "Jasper was designed to fulfill the distinctive lifestyle needs of its residents by combining superior architecture and elegant interiors with advanced technology and exceptional amenities. We're pleased to receive validation that Jasper fulfills these goals."

Jasper is a creation of Crescent Heights®, a leading real estate brand that is at the forefront of today's resident-centric revolution in apartment living. Located at the intersection of First and Harrison streets atop Rincon Hill, Jasper rises 40 stories and offers sweeping, never-before-seen views of the Bay, SoMa and Downtown San Francisco. The 320-unit building includes a mix of floorplans to rent – ranging from studios to spacious three-bedrooms. Most residences include a bonus spaces dubbed the "Room of All Trades" that is designed to be infinitely customizable. Resident move-ins have begun, and the building is set to be fully completed by December.

Offering its residents an entire floor of functional and social space, Jasper's amenities include everything from a full-service business center, club lounge and movie theatre to a 2,615-square-foot Jay Wright designed fitness center. A heated, saline pool and adjacent hot tub sit on the south edge of the second floor that boasts floor-to-ceiling nano wall doors, allowing guests to opt for an indoor swim or outdoor retreat on the open-air deck. There is also a space known as The Lounge with indoor cabanas and The Dark Room – a sleek onsite theater with a large projector screen and pod-style seating. Jasper boasts a 197-spot underground garage with 24/7 valet parking, electric car charging stations, car sharing, mobile car washing service, 93 bike spots, and 182 storage lockers. The valet staff utilizes car elevators,

affording residents the quickest, most dependable service that can be initiated through text messaging for maximum efficiency and convenience.

From digital touch screen message boards to free WiFi and charging stations with USB ports conveniently located throughout the common areas, Jasper is fully wired for efficiency, entertainment and social connectivity, bringing cutting-edge digital lifestyle amenities into the residential sphere. Residents will enjoy perks including secure keyless entry doors, fiber optic cable, and programmable thermostats with zoned heating and air conditioning. Jasper is the premier residential building in San Francisco to have gigabit wireless, offering the fastest internet service in the city. The building also includes a resident portal that is operated via smartphone through a designated app, allowing for convenient and efficient communication between staff and residents. The porter acts as a personal assistant that can accept deliveries and deliver them directly to tenants' units while they're away, and arrange for a range of custom needs including, but not limited to, theatre tickets, dog walking, housekeeping, move-in coordination, and much more.

Jasper combines advanced technology and luxury amenities with intriguing "film noir" inspired elements, with architectural design by local architect Stanley Saitowitz and HKS Architects. Jasper's dramatic design aesthetic pays homage to the surrounding Rincon Hill neighborhood. Throughout the building, Saitowitz seamlessly blends style and functionality, drawing upon expressive lighting and shadows, stark "camera angles," and high-contrast elements to create a sense of suspense, surprise and irony. The lobby showcases sleek, dark wood finishes, angular light fixtures, and dramatic cutaway fireplaces. Similarly, the lounge features dark wood flooring and paneling, accented by playful light fixtures. Interior furnishings in black and white color scheme reinforce the film noir motif.

Jasper is located at 45 Lansing Street in San Francisco. Potential renters who wish to schedule an appointment can e-mail [leasing@rentjasper.com](mailto:leasing@rentjasper.com) or call 415-227-4000. To learn more about the building or pricing, visit [www.rentjasper.com](http://www.rentjasper.com). Fans can also follow along on Jasper's social media channels: Facebook, Twitter, Instagram, YouTube, and Google+.

### **About Jasper**

A Crescent Heights® Inspired Community, Jasper is a full-service luxury residential rental community located at 45 Lansing Street in San Francisco's Rincon Hill district. Jasper offers sweeping views of Downtown, the Bay Bridge and San Francisco Bay. Set in a thriving neighborhood, the community provides residents with convenient access to the city's major transportation hubs, entertainment, culture, nightlife, dining and shopping. Service is the cornerstone of the Jasper experience, complemented by an extraordinary collection of amenities, design touchpoints, cutting-edge technology features, art and culture, and social programming.