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A MODERN GATEWAY TO SAN FRANCISCO BREAKS GROUND IN HAYES VALLEY

*DM Development and DDG Begin Work on 8 Octavia,
a Contemporary Take on the Victorian Home by Award-Winning Stanley Saitowitz | Natoma Architects*

San Francisco, CA (May 8, 2013) – [DDG](#) and [DM Development](#) have announced that construction has begun on the long anticipated condominium community [8 Octavia](#) in Hayes Valley. 8 Octavia will further transform the Market-Octavia area that began its renaissance when the Central Freeway was torn down in 2002. Designed by the award-winning [Stanley Saitowitz | Natoma Architects](#), 8 Octavia is a community of 47 condominium residences with multi-level retail and parking. It's a sleek welcome sign to those entering San Francisco along Octavia Boulevard, the pedestrian-friendly corridor that opened in 2005 as a replacement to the Central Freeway.

"8 Octavia is another vital cornerstone of the Market-Octavia plan, and will be an integral asset to one of our most vibrant neighborhoods," said San Francisco Mayor Ed Lee. "After we tore down the Central Freeway, this neighborhood has seen transformative growth because of the dedication and support of the Hayes Valley community, the San Francisco Planning Department, the architect and development team who have all been instrumental in bringing this project to reality. I'm thrilled to see 8 Octavia under way."



The Stanley Saitowitz | Natoma Architects-designed 8 Octavia will be a modern gateway to San Francisco's Hayes Valley neighborhood

The new community has been long anticipated among San Franciscans. City officials and local residents worked tirelessly to bring the project to fruition. The slender, pie-shape parcel of land where Octavia connects to Market Street will be the setting for the slim, glassy façade of Stanley Saitowitz's design, an innovative, unobtrusive answer to the unique space.

"We thought of this building as a modern-day interpretation of the Victorian-era homes for which Hayes Valley is so well-known," says Stanley Saitowitz, chief architect of 8 Octavia. "The narrow piece of land into which we fit the building is very much like the way in which the grand old homes in the area were built. But instead of the 'fixed grin' of

the Victorian, 8 Octavia has a fluid, changing façade that is modulated by the individual residents inside. We've also modernized the living spaces by allowing for flexibility between rooms and the inclusion of light wells that are like urban versions of the traditional back yard."

Innovations in Design and Livability

8 Octavia features junior one-bedroom to three-bedroom layouts and includes three 3-bedroom penthouses and one 2-bedroom townhome. Among the available floor plans at 8 Octavia is a "pod" concept, designed to maximize living space by containing the kitchen, bath and washer/dryer within a single efficient module. The "flex space" floor plan offers a living space that can be portioned into multiple rooms by sliding movable wall panels. Innovative features at 8 Octavia include keyless entry into the building and individual homes via smartphones. The building also features user-controlled window louvers to modulate solar heat and privacy. Residences include efficient lighting and appliances alongside finishes that include wood flooring, European cabinetry and floor-to-ceiling windows.

"This development is significant in many ways," says Mark MacDonald, co-founding principal of DM Development, who is building 8 Octavia in partnership with DDG. "We knew that the building had to have landmark qualities while also fitting into the fabric of the neighborhood. We think Stanley's design achieves both goals." Danielle Dignan, co-founding principal of DM Development, added "in addition to the exceptional architectural design of the building, it also incorporates important energy efficiency and sustainability features, including exterior louvers that allow residents to manage interior temperatures."

The partnership between developers DDG and DM Development is symbolized in 8 Octavia. It merges DM Development's local expertise and operating experience while leveraging DDG's success at constructing design-forward communities in San Francisco and New York. The developers are committed to enhancing communities through thoughtful, well-designed, sustainable communities that are responsive to and reflective of the history and local charm of surrounding neighborhoods.

"We knew that this development would be more than just new condominiums, which San Francisco does in fact need," says Chris Prokop, chief operating officer of DDG. Joe McMillan, chief executive of DDG added, "It also represents a major transformation for Hayes Valley and the bordering neighborhoods. 8 Octavia is a gateway to San Francisco, and as Hayes Valley continues to be a leader in innovative lifestyle experiences, we're excited to be bringing a representation of that aesthetic to this vibrant, exciting neighborhood." Prokop concluded, "We expect 8 Octavia to be soon followed by our joint-venture projects at 400 Grove Street and 450 Hayes Street, further transforming the Hayes Valley neighborhood."

8 Octavia is a public-transit-first community, with a central location near major BART and San Francisco Muni hubs. The project will feature integrated parking and 26 bicycle stalls, to promote alternative modes of transportation. 8 Octavia is close to The Castro, The Mission, Duboce Triangle, Civic Center and the Mid-Market district. 8 Octavia homeowners will have easy access to a diverse combination of arts, entertainment, shopping, transportation and dining options.

MEDIA PLEASE NOTE:

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