



2238
MARKET

THE DETAIL OF A CUSTOM HOME
IN A MODERN CITY RESIDENCE

ONE OF FORTY-TWO

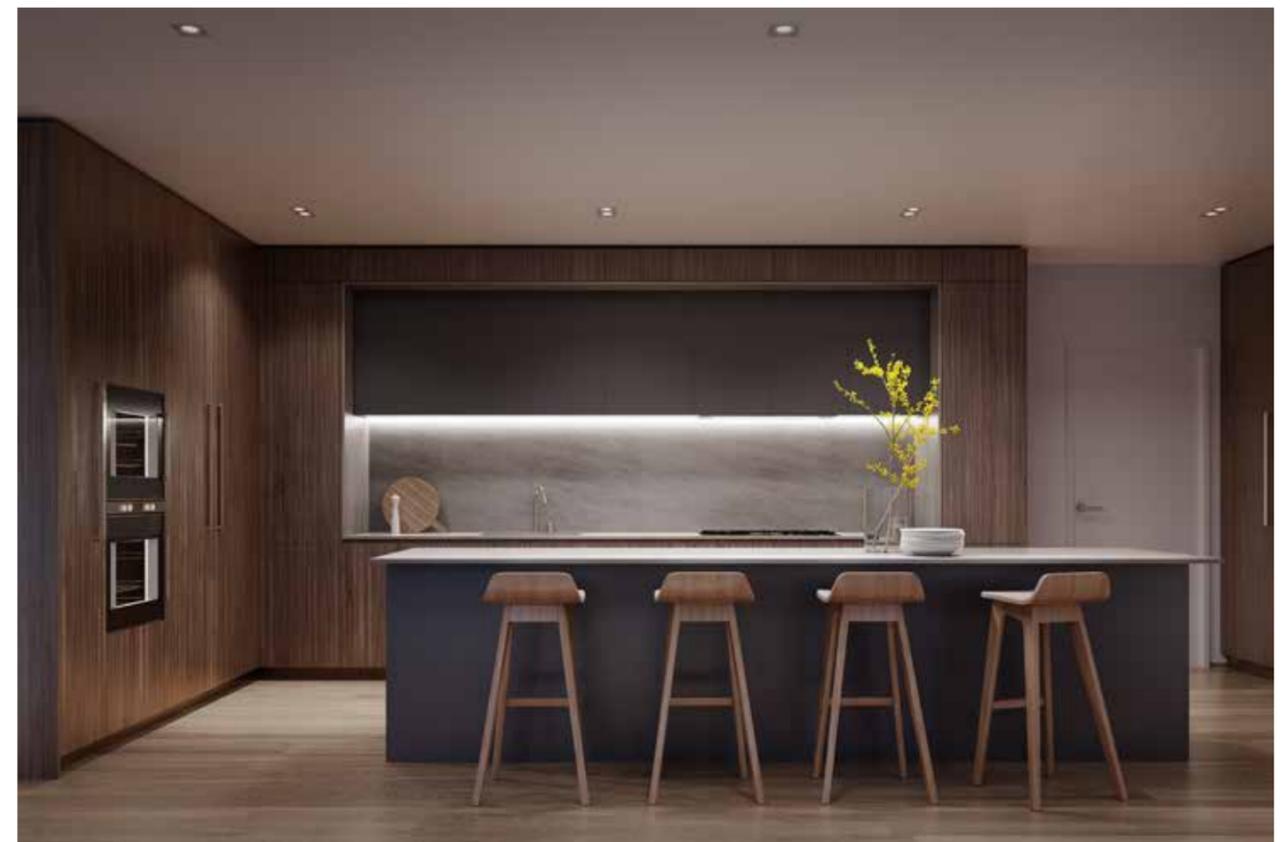
A personal home in the heart of the city, merging thoughtful design and impeccable detailing with a central and incredibly charming neighborhood. The essential San Franciscan living experience awaits.





A PRIVATE COLLECTION OF RESIDENCES & TOWNHOMES

These homes have been personally planned and designed by local architect Alan Tse. At its heart, each is an individual expression meant to provide its owner with a truly tailored home.



EVERY DETAIL THOUGHTFULLY DESIGNED
TO CREATE AN ENTIRELY

INDIVIDUAL RESIDENCE

The interiors of the residences have been adorned with a warm, modern palette of materials for a contemporary and timeless look. They feature hand-selected finishes and fixtures, in the spirit of a custom residence, with particularly elevated features in the penthouses and townhomes. The result is personal space that is extremely detailed and original.



“ I WANTED TO CREATE A HOME THAT UNFOLDS AS AN EXPERIENCE THROUGH THE DIFFERENT ROOMS, CREATING A SEQUENCE OF SPACES AND MOODS, WITH AN INTENTIONAL ELEGANCE AND CADENCE.”

ALAN TSE
Lead Designer

Alan Tse is the principal designer at one of San Francisco’s most forward-thinking architectural practices, Alan Tse Design. His experience crosses fields of architecture, interior design and hospitality concepts, merging experiential designs with timeless aesthetics. His body of work is known for a refined minimalism with an emphasis on light, materiality, function and subtlety. As the lead designer behind 2238 Market, Alan provided us with some insights into the building and its unique collection of homes.

AN INTERVIEW WITH THE DESIGNER

Q. Alan, can you tell us about the overall concept and approach to 2238 Market – what inspired the design of the residences?

A. The first response was to the site itself and the building structure, which included a lot of home types and floor plans, including a set of private townhomes. This is unique in that most buildings have quite a bit of repetition and stacking. We had a more diverse mix, which can be a challenge but also an opportunity. It allowed us to give each residence its own character, with its own position in the building. This naturally led to interior architectural considerations and design choices within the homes.

Q. Speaking of the interiors, can you walk us through the look and feel of the homes, and paint us a picture of that experience?

A. When we first approach a blank space, as an architect, we look at volume. Height, width, length, what the space can accommodate but also, in a more conceptual way, what composition or rhythm will work within it. What is the space asking for versus putting our demands on it.

And, for us, with this building, we wanted to express less obvious moments, moods and spaces. We wanted to give these homes something that wouldn’t be found or possible in a larger building or tower, especially with private townhomes.

Practically, how we captured this ethos was to work with each floor plan and try to create a cinematic sort of approach, thinking of the entry sequence and walking into the home and then through the different spaces. We came to the design as a linear story versus a topographic grouping of boxes and rooms. The heart of the idea was to design for one’s experience.

Q. That’s very interesting, can you tell us more about the layouts?

A. For example, instead of thinking in plan and looking at a long rectangle, we saw the floor plan as a series of spaces, from entry and arrival through the gathering areas into the private spaces. Then we layered the smaller details, materials and lighting around this sequence.

And we furthered this notion by adding flexibility to the spaces, looking at something like a foyer that could act as a workspace and then how that would transition into a dining area and how those two spaces would interact.

(cont.)

Using this language of a “long table” to guide your eyes through this longitudinal volume and focusing on that, while also hiding the secondary features like bathrooms, washer/dryers and storage, we created a singular focus.

Q. How did you select and compose the materials to match this idea?

A. First, to take a step back, we decided early on that, throughout the building identity, we were not South of Market. That isn’t our residential location or neighborhood context. We didn’t want to follow the herd of shiny glass towers. And we didn’t want to introduce that vocabulary to this neighborhood. We wanted to be of the neighborhood.

As a part of this, we actually browsed through many Airbnbs in Duboce Triangle to get a glimpse into how people were living and decorating, and tried to use that to inform our designs. We wanted to offer a canvas to our residents and not force a certain look upon them. A significant insight was that there isn’t anything super modern here. There is a lot of classic architecture and heritage and nothing flashy. Of course we are creating a very contemporary space within a newly constructed building, but we used these insights to be considerate and empathetic to our residents and neighbors.

Next, we looked at how we could further use materials to enhance some of these moments. We’re not introducing materials that we have never seen before but it’s more about “how do you put these very simple material pallets together into one synchronized or coherent result?” And wherever we need a transition or a punch, that’s when black was introduced. We felt the black was very timeless and gave a nod to the heritage of the city while also bringing a touch of boldness.

Q. Was there any interplay with the neighborhood in terms of your interior design choices?

A. We also felt that this is a very local neighborhood and when you are here, you know you are here. You don’t mistake it for SoMa or The Marina. We translated that into the homes by choosing a few common materials, like stones and woods and our black frames, that would act as a common denominator throughout the spaces, giving a coherent and comforting sense of place versus something overly colorful or constantly changing from room to room.

KITCHEN

- 01 Citterio M Collection fixtures *by Hansgrohe Axor*
- 02 Bespoke cabinetry in light ash wood
- 03 Quartz slab countertops *by Silestone*
- 04 Designer appliance suite *by Bosch*
- 05 Integrated LED lighting *by Core Lighting*

ENSUITE BATHROOM

- 01 Fixtures *by Hansgrohe Axor*
- 02 Quartz slab countertops *by Silestone*
- 03 Matte finish porcelain tiles *by Living Ceramics*
- 04 Undermount vanity sinks *by Kohler*
- 05 LED lighting fixtures *by Core Lighting*

LIVING SPACES

- 01 Flexible entry foyer or work space options
- 02 Optional glass partitions
- 03 Wide Plank European White Oak hardwood flooring *by Pravada*
- 04 Light fixtures *by Kuzco Lighting*
- 05 Solid Oak wood baseboard
- 06 Private patio or balcony in select homes
- 07 Private elevator in townhomes

PENTHOUSE KITCHEN

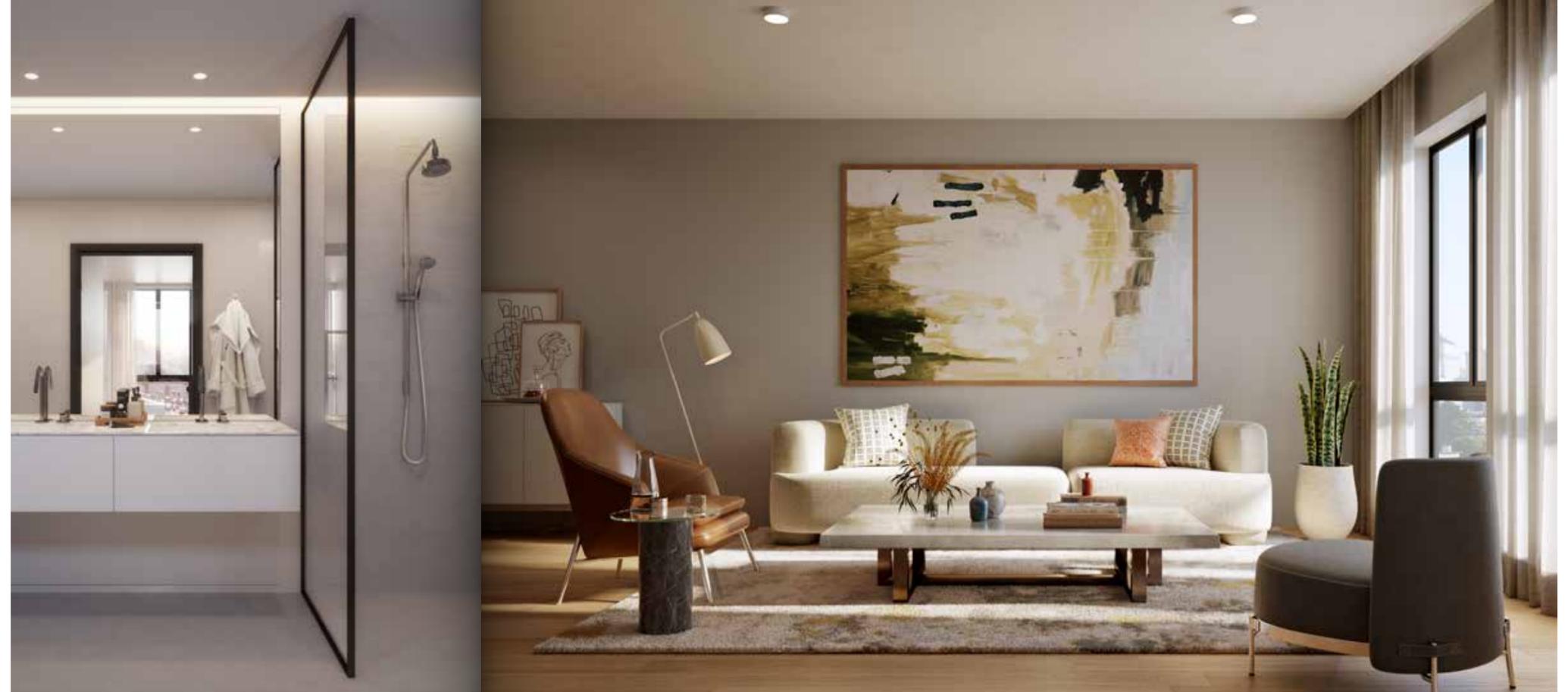
- 01 Bespoke cabinetry *by Egger & Cleaf*
- 02 Designer appliance suite *by Bosch*
- 03 Wide Plank European White Oak hardwood flooring *by Pravada*
- 04 Porcelain slab counter *by Neolith*
- 05 Light fixtures *by Delta & Artimide*

PENTHOUSE BATH SUITE

- 01 Citterio M Collection fixtures *by Hansgrohe Axor*
- 02 Bespoke cabinetry *by Egger & Cleaf*
- 03 Freestanding tub in master bathrooms *by Duravit*
- 04 Porcelain mosaic *by Living Ceramics*
- 05 Porcelain counter tops with integral sinks *by Neolith*
- 06 Upgraded light fixtures *by Delta & Artimide*



INTERIOR DETAILS



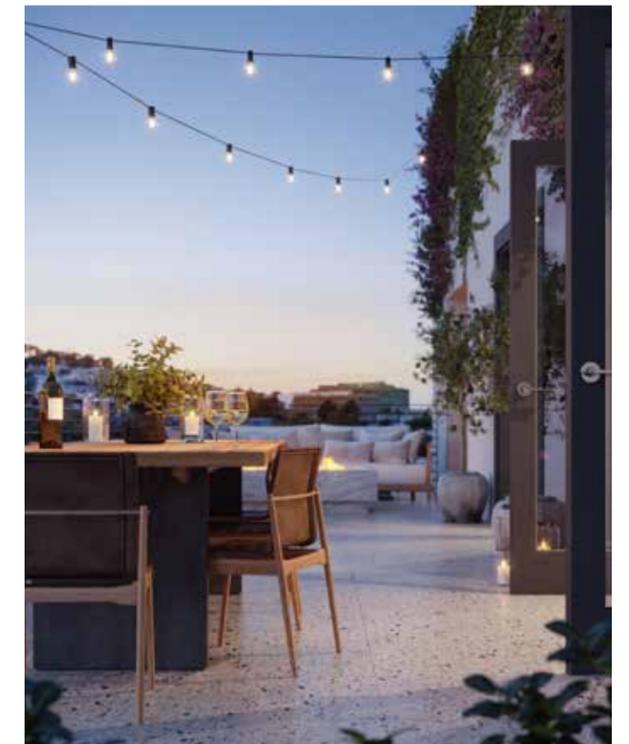
A SERENE RETREAT

The amenity collection at 2238 Market offers moments of pause and respite, from the serene entry sequence to the organic rooftop deck and garden. These spaces extend your living area and make your home a destination in itself.



HIGHLIGHTS

- 01 Rooftop Terrace with Open-Air Lounge Space
- 02 Outdoor Kitchen and Dining Area
- 03 Architectural Lobby and Arrival Experience
- 04 Package and Refrigerated Grocery Reception
- 05 Bike Repair Room with Secured Storage
- 06 Pet Spa
- 07 Electric Vehicle Parking Available
- 08 Secured, Freestanding Parking
- 09 Touchless Entry System by *Latch*
- 10 Fiber-Optic Wiring



A SUSTAINABLE HOME
DESIGNED AROUND

ECOLOGY & WELLNESS

The concept of 2238 Market was to create a collection of very personal homes that were thoughtfully designed and individually composed. While this is apparent throughout the architecture and interiors, there is an underlying beauty that was built into the homes – that of sustainability, wellness and a respect for both our local and global environment.

This was the goal from the outset of our design and has been intentionally incorporated into every aspect of the building and homes – from the architecture itself right down to specific materials and finishes. This is a truly eco-friendly residence, offering improved wellness matched by an enduring commitment to the environment.



CERTIFIED LEED PLATINUM

Many of these features will go unseen but have clear benefits, from better interior air-quality to reduced utility costs. We want to outline some of the key aspects that have made this one of the few LEED Platinum residences, and a home that will help reduce your personal carbon footprint.

HIGHLIGHTS

- 01 LEED Platinum Certification
- 02 Integrated air quality – the building was designed to provide clean, fresh air with better circulation through cross ventilation
- 03 Homes include a MERV-13 air filter, a medical grade filter that eliminates up to 90% of particulate matter
- 04 Certified sustainably harvested lumber and materials
- 05 High-efficiency plumbing fixtures reduce water and energy usage and costs
- 06 EnergyStar rated appliances reduce electricity usage and costs
- 07 Green Label Plus certified flooring
- 08 Native, water-conscious landscaping
- 09 Low VOC paints remove toxins and fumes from the air
- 10 No. 99 Walk Score awards this location as one of the most pedestrian-friendly, walkable areas
- 11 No. 99 Transit Score awards this location as one of the most connected and commutable locations
- 12 Low E Windows reduce heat transmission and heating/cooling costs
- 13 Ultra high-efficiency water heater saves energy and costs
- 14 Incorporation of reflective exterior paints and materials reduce the building's heat footprint



VENTURE

A CHARMING ENCLAVE IN THE CITY

DUBOCE TRIANGLE

Welcome to Duboce Triangle. A charming, walkable location with tree-lined streets and quaint intersections. A local's neighborhood filled with parks, boutiques, cafes and restaurants, and a down-to-earth vibe that offers a calm contrast to the energy of the city. And when you're ready to venture out, you're still close and connected, with the heart of San Francisco within easy reach.

WELCOME





FINANCIAL DISTRICT

POLK GULCH

PRESIDIO HEIGHTS

TENDERLOIN



CITY HALL
HAYES VALLEY

SALESFORCE TOWER
Google SF OFFICES



ALAMO SQUARE PARK

MARKET STREET

SOMA



PANHANDLE

LOWER HAIGHT



• THE WIGGLE

HARVEY MILK PHOTOGRAPHY CENTER



DUBOCE TRIANGLE



WHOLE FOODS

2238 MARKET



CORONA HEIGHTS DOG RUN

COLE VALLEY



THE CASTRO

POTRERO HILL



TWIN PEAKS

DOLORES HEIGHTS



MISSION DOLORES PARK



NOE VALLEY



BERNAL HEIGHTS



2238 MARKET

A PRIVATE ENCLAVE OF FORTY-TWO BESPOKE HOMES IN DUBOCE TRIANGLE



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MARKET

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