



Projects

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Em Johnson Interest Real Estate Development

North Beach Place

Date: 1998 – 2004

Location: San Francisco, CA

Concept: The project development included the demolition and replacement of 229 existing public housing units into a new construction-mixed use project with a total of 341 units mixed-income apartment units; 30,000 sf of retail; and a 450 space parking garage.

Land Use: Mixed-use, multi-family-retail, three-four-story rental housing above on-grade parking, with ground floor commercial space. Targeting San Francisco Public Housing and mixed-income affordable families Low Income Tax Credit residents.

Size: Total of 341 units; with 30,000 sf of retail and 450-space garage.

Project Costs: \$102 million

Role: Em Johnson Interest worked in a joint venture with BRIDGE and the John Stewart Company to develop this project for the San Francisco Housing Authority. In this role, Em Johnson Interest assumed the day-to-day responsibility during the predevelopment phase of the project for coordinating with the architects to oversee the design process and community input phase of the project, as well as, interfacing with the Tenants Association in the planning and design of the project. EJI also participates with BRIDGE and JSCo in the management oversight of this asset thru an on-going ownership role in the apartments and retail space.

Project Status: Constuction complete, and all units have been fully leased

Contact/Reference: Barbara Smith, San Francisco Housing Authority: (415) 715-3220