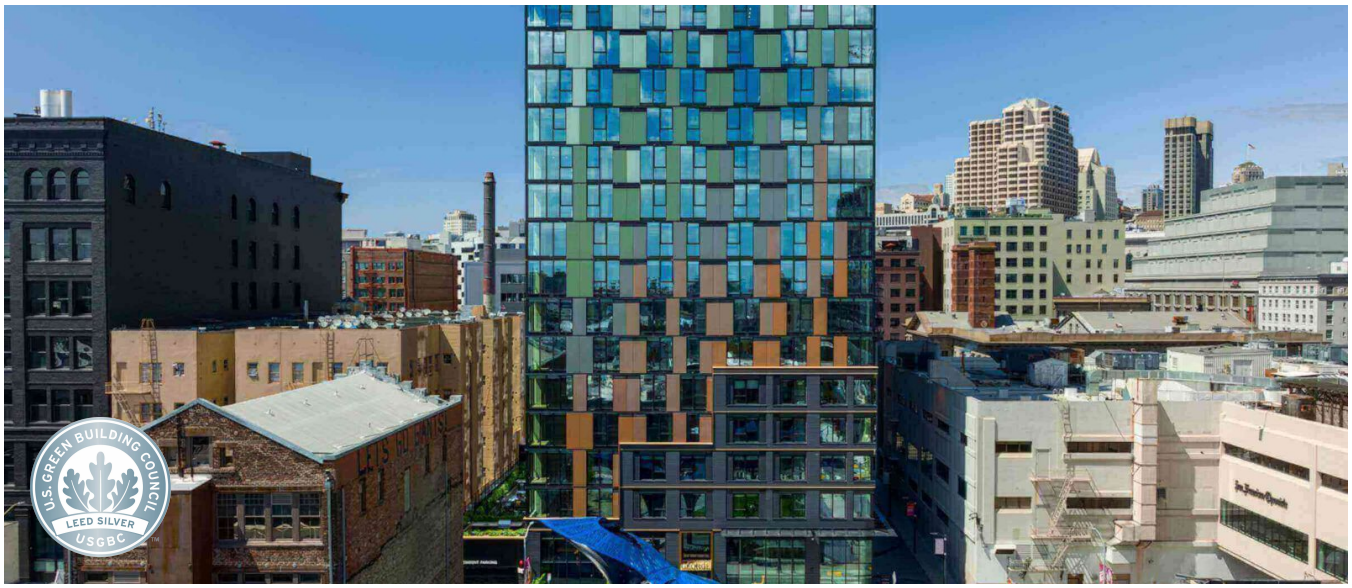


OWNER
Brookfield Properties

ARCHITECT/S
Ankrom Moisan

PROJECT TYPE/S
Ground-Up

SELF-PERFORM SCOPE/S
Metal Framing/Drywall, Insulation, Fireproofing, Flooring

SIZE
322.494

LEVELS
23

UNITS
302

STALLS
49

SAN FRANCISCO, CA

The George

A landmark high-rise residential tower delivering urban density, premium amenities, and activated retail within the heart of San Francisco's evolving SoMa district.

The George at 434 Minna Street is a 322,494-square-foot Type I-A, ground-up mixed-use residential high-rise project located in San Francisco's South of Market neighborhood. Build Group delivered this 21-story development, which includes 19 levels above grade, two below-grade parking levels, and 302 residential units, along with ground-floor retail activating both Minna and Mission Street frontages.

The project addresses the need for high-density urban housing within one of San Francisco's most active and constrained infill districts. Build Group played a central role in executing the tower within a fully occupied urban environment, coordinating complex excavation, shoring, and vertical construction while maintaining continuous engagement with surrounding stakeholders. Construction progressed through the challenges of the COVID-19 pandemic, requiring adaptive workforce management, enhanced safety protocols, and close coordination with the owner and City agencies.

The building integrates a high-performance glazed façade, fully coordinated MEP systems, and a comprehensive resident amenity program including fitness, social, and co-working spaces. The project achieved LEED Silver certification through indoor air quality management, energy-efficient systems, and sustainable material selection.

The completed tower enhances the SoMa skyline, contributes to the broader 5M development vision, and delivers a high-quality residential environment supporting urban density and community activation.