

Curbless Innovation at The Quincy: Schluter® Systems Delivers Efficiency and Elegance in San Francisco Multifamily Housing

PROJECT:

The Quincy Apartments

OWNER / DEVELOPER:

Strada Investment Group

ARCHITECT:

SCB Architects

GENERAL CONTRACTOR:

Swinerton

TILE INSTALLER:

D&J Tile

LOCATION:

San Francisco, CA

YEAR OF CONSTRUCTION:

2024–2025



THE PROJECT

Located at 555 Bryant Street in San Francisco's South of Market (SoMa) district, The Quincy is a 16-story mixed-use development featuring 501 residential units that range from studios to two-bedroom apartments. Designed by SCB Architects and developed by Strada Investment Group, the project represents a new chapter in high-density urban housing, combining elevated design with performance-driven construction systems.

Delivering a project of this scale in one of the nation's most complex construction markets required precise coordination and dependable material systems. Every bathroom assembly needed to balance modern accessibility standards, installation efficiency, and long-term waterproof reliability. With multiple trades working simultaneously and hundreds of identical wet areas across 16 stories, consistency was essential.

THE CHALLENGE

Building 501 tiled showers in a multifamily tower posed both logistical and technical challenges. Each unit had to meet exacting standards for waterproof performance while maintaining visual uniformity and accessibility. The design team's commitment to a curbless shower concept demanded careful detailing to manage drainage and slope within the limited slab thicknesses typical of high-rise construction.

Equally critical was maintaining momentum across an aggressive build schedule. The project's success relied on minimizing trade conflicts and ensuring each waterproofing installation could be executed efficiently without compromising quality. In a dense, fast-paced jobsite environment, any deviation in one shower assembly could cascade through multiple floors, making system reliability and installer training key to the project's success.

THE SOLUTION

To achieve that level of consistency, Schluter®-Systems provided a complete, bonded waterproofing and drainage solution tailored for large-scale multifamily construction. The system integrated **KERDI** waterproofing membranes, **KERDI-BAND**, prefabricated shower trays, and both **KERDI-DRAIN** and **KERDI-LINE** drain systems. All components worked together as a unified assembly, ensuring watertight integrity and design flexibility across hundreds of identical bathrooms.

A critical element in Schluter's involvement was the collaboration with **Steve Danforth of Strada Investment Group**, whose advocacy and technical alignment were instrumental in bringing Schluter onto the project team. His partnership helped establish early confidence in the system's suitability for the high-density, curbless design intent—setting the stage for a highly coordinated installation process.

Schluter representatives partnered closely with Swinerton, SCB Architects, and D&J Tile throughout the project, conducting multiple mock-ups, on-site workshops, and installation reviews. These early coordination efforts streamlined sequencing and gave installers clear, repeatable steps that improved productivity and reduced rework.

"Schluter worked with everyone on the project, from the GC to the architect and tile contractor. Multiple mock-ups and workshops kept everyone aligned, which really improved productivity." — **Max Wyzard, Schluter Architectural Manager**



In-progress installation showing Schluter®-KERDI waterproofing membrane and prefabricated shower tray.

THE RESULT

The completed bathrooms at The Quincy reflect modern sophistication with engineered reliability behind every surface. Large-format porcelain tiles and glass enclosures create a clean, open aesthetic, while the concealed Schluter assemblies provide long-term waterproofing and stability beneath the finish layer.

Schluter's system delivered measurable efficiencies in both time and labor, allowing installers to complete multiple units per day with consistent quality. For Strada Investment Group, the solution achieved the dual goal of streamlined construction and enduring performance, an ideal combination for luxury multifamily housing.

"The ease of use and construction speed were the biggest takeaways. We delivered 500 showers efficiently and confidently." — **Steve Danforth, Strada Investment Group**



Finished shower with large-format porcelain tile and Schluter®-KERDI-LINE linear drain for curbless entry.



Completed unit shower with dark stone tile, point drain, and consistent grout alignment.



Tub-shower combination utilizing the same waterproofing principles for long-term protection.

PROJECT HIGHLIGHTS

Scope | 501 units across 16 stories

System Type | Schluter®-Systems bonded waterproofing with linear and point drains

Key Feature | Curbless, accessible showers

Performance Benefit | Accelerated installation schedule with consistent waterproof integrity

Result | Modern, durable, low-maintenance bathrooms throughout all units