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**Walking Tour  
of Green Street**  
Once there were cows  
in Cow Hollow  
PAGES 10 & 11

# THE NEW FILLMORE

SAN FRANCISCO ■ NOVEMBER 2018



THE SIGN that stood for years at Broadway & Webster, warning motorists of what seemed perfectly obvious, has been removed. Now how will we know?

PHOTOGRAPH BY DICKIE SPRITZER



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UPFRONT



The Peoples Temple was located in an old Scottish Rite temple on Geary where the post office now stands.

40 Years After Jonestown

FORTY YEARS AGO this month, on November 18, 1978, 909 men, women and children — many of them members of the Peoples Temple from the Fillmore neighborhood — died in the jungle of South America after ingesting a mix of cyanide, sedatives and Flavor Aid fruit drink at the urging of their leader, Rev. Jim Jones. It was set in motion here.

Two programs this month commemorate the tragedy with local roots:

- On Wednesday, November 7, the California Historical Society will present a program featuring historians, academics and survivors at its headquarters at 678 Mission Street. “Discussing Peoples Temple: Understanding the Social, Cultural and Political Influences on the Peoples Temple Movement” starts at 6 p.m.
- On Sunday, November 18, a “Day of Atonement in the Fillmore” is planned, beginning at 1:45 in front of the U.S. Post Office on Geary near Fillmore, where the Peoples Temple once stood. It includes a march down Fillmore to the mini park between Turk and Golden Gate and numerous guest speakers.

A lauded recent book by journalist Jeff Guinn, *The Road to Jonestown*, aims to tell the definitive story of Jim Jones and Jonestown. Guinn reports that Jones and his followers first came to the Fillmore in 1968 from their compound in Redwood Valley, up in Mendocino County, where they had earlier relocated from Indiana.

“Stories about an upcoming event in San Francisco caught Jones’s eye,” Guinn writes. “Macedonia Baptist, one of the city’s major black churches, announced a memorial service honoring Martin Luther King Jr.”

About 150 of Jones’s followers came with him to San Francisco to attend the service. All entered the church on Sutter Street near Steiner together, a sea of white faces in a black church. Friendships were formed and visits exchanged. Jones was later invited to offer guest sermons at the church, which were widely advertised.

“Beginning in 1970,” Guinn writes, “Jones conducted San Francisco services that were no longer directly affiliated with Macedonia Baptist. His preferred venue was the auditorium at Franklin Junior High on Geary Boulevard and Scott Street.”

Then, Peoples Temple “acquired an old multistory building at 1859 Geary Boulevard in San Francisco, a yellow-brick structure in the Fillmore District. The building had a large auditorium with a seating capacity of about 1,800. . . . The Temple paid \$122,500, and renovation cost an additional \$50,000 to \$60,000.”

“It was in the right location,” Guinn writes. “Jones set up for business there.”

THE NEW FILLMORE

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2 NEW FILLMORE November 2018



■ STREET TALK

### Nonprofit group taking over Yoshi's

The lights are back on in the Yoshi's complex at 1330 Fillmore. The nonprofit San Francisco Housing Development Corp. — which, it says, has been “building homes and hope since 1988” — is taking over the space, at least temporarily.

The affordable housing group from the Bayview has applied for a permit from the city's Entertainment Commission to offer performances and other activities in the 420-seat nightclub and vast restaurant space, in conjunction with the New Community Leadership Foundation, a local collective. The 50,000-square-foot Fillmore Heritage Center also includes a screening room, gallery and parking garage. It has been shut down since January 2015.

The group met in the space on Halloween to hash out their plans, which will be announced this month.

**NEW ON THE BLOCK:** Across the street, the shuttered ex-**BLACK BARK** at 1325 Fillmore has a vibrant new paint job and has reopened as **ISLA VIDA**, an Afro-Caribbean fast casual spot. The ribs and Cubanos are good, as is their stated commitment to hire locally and train the crew for careers in the restaurant industry.

**NOT QUITE YET:** Construction is going hot and heavy at the corner of Fillmore and Pine on the much-anticipated new restaurant **NOOSH**, and the building has a tasteful new dark blue paint job. Just installed are unfolding windows that will open the space onto Fillmore Street.

But don't try to make reservations just yet. They're booking private events in December, but probably won't open to the public until the new year.

## NEIGHBORHOOD NEWS



It's St. Dominic's School on Pine Street (above) the church is trying to demolish, not St. Dominic's Priory on Bush Street (below). A city notice listed the wrong lot number.



## St. Dominic's Still Wants to Demolish School

**N**EIGHBORS WHO thought they had beat back an effort by St. Dominic's Church to tear down its historic school, erected in 1929, were shocked last month to get a notice that the church now wanted to demolish the priory behind its main building, which was built in 1913.

It was a mistake, said parish administrator Michael Rossi.

In fact, the church is making another run at tearing down the school. But the notice got the lot number wrong, and the process will have to start all over again.

“There was a problem with the application,” Rossi said. “It's the school, not the priory.”

The church's attempt to tear down the school building was rebuffed by the city's Planning Commission earlier this year. “Demolishing the subject building would represent the irreversible loss of a historic resource with significant architectural and aesthetic value,” a staff report concluded.

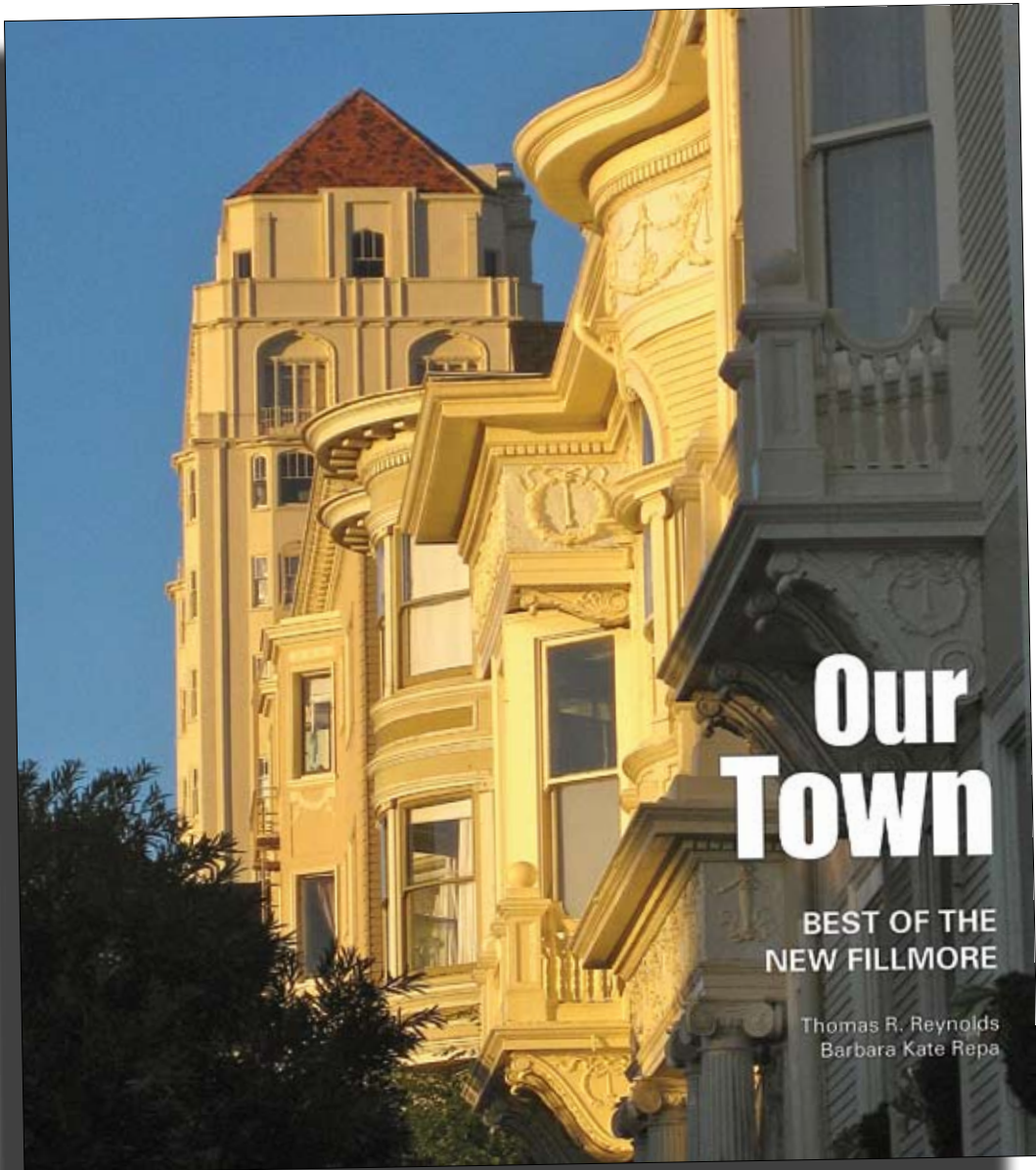
Rossi said the church is now applying instead for a demolition permit from the Department of Building Inspection.

“Oh absolutely,” he said, “we're still planning on tearing the school down. We haven't abandoned our plan. It's just a different strategy.”

The church plans to build a new parish center and other buildings where the school now stands, with a parking garage underneath.

“Stay tuned,” Rossi said.

## COMING IN DECEMBER



## A Collector's Edition of Stories from Our Own Neighborhood

We're pleased to announce the publication of a lavish new limited edition book of photographs and stories from the pages of the *New Fillmore*, available in December in softcover and hardcover.

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Thomas R. Reynolds  
Barbara Kate Repa



CRIME WATCH

Attempted Robbery  
Van Ness and Golden Gate  
September 11, 11:39 a.m.

A man riding a bicycle collided with the passenger door of a car. The cyclist then reached into the car window and assaulted the driver, a young woman. He attempted to snatch her purse, and the two began fighting over it. Eventually the attacker dragged the woman out of the car. Two passersby intervened and seized the assailant, detaining him until the police arrived. The cyclist was placed under arrest; the woman suffered minor injuries.

Hot Prowl  
Webster and Fell  
September 12 or 13, 11 p.m. to 7 a.m.

A woman woke up at around 7 a.m. to find that a window of her apartment had been forced open. She looked outside and saw many of her possessions scattered across the sidewalk. After she retrieved her property she called the police, who notified the crime scene investigations department.

Hot Prowl  
Franklin and Hayes  
September 17 or 18, 11 p.m. to 8 a.m.

A man was at home when an individual entered his house without his knowledge. Sometime in the night or early morning the intruder stole computers, credit cards, a wallet, a backpack and headphones without alerting the resident, who discovered the theft the next morning. Police have no suspects at this time.

Narcotics  
Eddy Between Larkin and Van Ness  
September 25, 11:56 a.m.

The narcotics unit set up an undercover operation in the area after receiving numer-

ous complaints about illicit drug sales. Two individuals attempted to sell rock cocaine to the undercover officers. The two were arrested and booked at county jail.

Assault  
Van Ness and Post  
September 26, 8:15 a.m.

A resident of Daniel Burnham Court was waiting outside for the shuttle bus when a man attacked him without provocation. As security guards followed the assailant, officers arrived and detained him. He was arrested for felony battery. The man who was assaulted had lacerations to his ear and face. Medics transported him to the hospital, where he was listed in stable condition. The suspect, who was on probation for robbery, was booked at county jail.

Unauthorized Burning  
Post and Laguna  
September 30, 3:30 p.m.

Witnesses called the police when they saw an individual burning flags on the sidewalk. The man fled before police arrived. The fire caused damage to the pavement. Police are still investigating the matter.

Outstanding Warrant  
Fillmore and McAllister  
September 30, 6:15 p.m.

A witness called police and reported seeing a man using a knife to pry a security camera from a building. Investigating officers learned the suspect had an outstanding warrant from another county. He was booked at county jail.

Car Theft  
Steiner and Filbert  
October 6, 10:45 p.m.

Officers on patrol spotted a woman

driving a stolen vehicle. They carried out a traffic stop. Next they spoke with the registered owner, who stated that he had been on a date with the woman when she asked to borrow his keys so she could go buy cigarettes. When the woman did not return, the owner reported his car as stolen. Officers recovered and stored the vehicle.

Burglary  
Steiner and Hayes  
October 7, 9:45 a.m.

A man witnessed two individuals breaking into a car. He called the police, who arrived as the suspects were walking away from the scene. The officers met with the witness, who had taken photos of the suspects committing the crime. The witness identified the man who had broken into the car and the one who reached inside. The suspects were arrested. One was in possession of a spark plug chip, a common burglary tool, and the second suspect was on probation for auto burglary.

Robbery on Muni  
Fillmore and Geary  
October 9, 3:45 p.m.

A 16-year-old boy was sitting on a Muni bus stopped at the intersection when a man approached him and began grappling with him. The suspect then snatched the boy's cell phone, jumped from the bus and ran. The robber is believed to be an 18-year-old male. Police are still investigating the matter.

Narcotics  
Geary and Hyde  
October 10, 3:46 a.m.

Officers of the street crimes unit were in an unmarked car when they saw an individual concealing narcotics. Many

citizen complaints have been filed about the area, which has been the focus of enhanced enforcement. The officers located a tin can the man used to conceal narcotics and seized methamphetamine, heroin and cocaine. The suspect was arrested and booked.

Attempted Burglary  
Scott and Fulton  
October 13, 12:58 a.m.

Officers received a call about a burglary in progress. A witness reported that a man was walking around in his building's backyard, seeming to seek a place to break in. He did not respond to homeowners' repeated questions. Arriving officers saw the man coming out of the building's driveway and walking away. The police approached him and attempted to detain him, but the man struggled violently. The officers called for assistance and eventually subdued the man and placed him in custody. Several officers suffered minor injuries. Further discussion with the witness revealed that the suspect had entered the backyard through an open garage door. The suspect was transported to the hospital so his mental status could be determined. After he was cleared, officers transported him to county jail.

Attempted Bank Robbery  
Geary and Palm  
October 18, 11:20 a.m.

A man walked into a bank and handed the teller an empty envelope with a note that read, "Fill with money. Don't be stupid." The teller handed the empty envelope back to the bank robber, who snatched it and bolted out of the bank without checking inside. The suspect did not produce a weapon, and the teller was not injured. The case is still being investigated.

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# Dino, Reinvented

By CHRIS BARNETT

**N**O MORE SO-SO WINE and pies by the slice. After 30 years, pizza impresario **DINO STAVRAKIKIS** has turned his California and Fillmore corner landmark into a “Mediterranean wine bar” named in honor of his 7-year-old son. The newly launched **SANTINO’S VINO** has 20 reds and 20 whites from Italy, Greece, France, Portugal and California by the glass and bottle, plus some rosés and bubbles. A six ounce pour in designer glassware starts at \$9 and tops at \$16.

Wine lovers won’t go hungry. The new menu includes four of Dino’s classics: Mom’s Meatballs, \$8; Mom’s Spinach Pie, \$9; Dino’s Famous Green Beans, \$9; and Warm Eggplant Salad, \$14. There are a couple of smaller pizzas starting at \$12, plus a menu of snacks and sandwiches — even a top sirloin steak at \$17.

Managing and curating the wine list is **JOHN JASSO**, former assistant wine director at posh **GARY DANKO** restaurant, who has also laid in a nice list of craft beers and upmarket sodas. The new look is crisp and cool — lots of stainless steel, marble, light cedar woods with creative seating, fans, industrial ducts in the ceiling and two TV screens. Plans are to open for lunch this month and eventually add back the outside seating.

**MOLLIE’S MAKEOVER:** It started last month when personable manager **DAVE PARRISHER** departed from **MOLLIE STONE’S** after 22 years to take the helm of the company’s flagship store in Sausalito. His assistant, **KRAMER WEED**, now the boss at age 27, says the Mollie’s in the neighborhood at 2437 California Street — highest grossing grocery in the nine-store chain — will get a major renovation early next year, its first since ’98 when the store morphed from **GRAND CENTRAL MARKET**. The store will not close during the transformation. “They’ll work in the middle of the night — no disruptions,” says Weed, who oversees 100 staffers.

Though the redesign will be mostly cosmetic, Weed promises the salad bar will be expanded to offer hot foods. The Mollie bus will continue to offer free rides home for shoppers who spend at least \$30. Delivery service remains intact, with the first delivery free; \$8 thereafter.

**BELLY DANCER WANTED:** So where do Twitter’s geniuses go for brainstorming retreats? Carmel? Wine Country? A Ritz Carlton conference room? Try **PRIDE OF THE MEDITERRANEAN**, at 1761 Fillmore, where at least some of them indulge in Palestinian-Middle Eastern cuisine and smoke the hookah for relaxation and inspiration. Owner-chef **ABNAM ABUSHARKH**, known in the neighborhood as Sharkey, claims he introduced hookahs for public consumption to the U.S. when he opened 26 years ago. He invites you to puff his tall, cylindrical Hindustani real-coal fired waterpipe in one of 25 tobacco-free fresh fruit flavors for \$20.99.

Lots of San Francisco mayors have dropped by, Sharkey says, but only Art Agnos indulged in the hookah. After a recent fire, Sharkey parted ways with his old manager and he and his wife Nada took over the stoves and launched an 11 to 4 p.m. happy hour: buy one lunch, get one free. The menu is laden with kebabs, pomegranate chicken, moussaka and other Mediterranean delights ranging from \$7 to \$18. A TV beams foreign movies and Egyptian music wafts.

And get this: A belly dancer is being hired this month.

**A BLAST FROM THE PAST:** Engulfed by block after block of hip new eateries and hangouts, **EDDIE’S CAFE** at 800 Divisadero is a total retro “breakfast all day” refuge for anyone hungering for pork chops, grits, eggs and a side of nostalgia. The interior looks like a movie set sourced from garage sales and thrift shops, with a world class collection of mismatched cups, Giants memorabilia, posters, souvenir plates and bromides plastered about, including “Never trust a skinny chef.”

A 1974 Eddie’s menu, posted beside the working pay phone, is largely unchanged — and the prices remain fair. Milkshakes, root beer floats and other old school delights have survived the decades. With six tables and a few seats at the counter, wannabe diners may have to wait. But manager **MIN HWANG** presides over a friendly if not chatty staff and a crew of short order cooks in a not-by-design exhibition kitchen. So who’s Eddie and is he still involved? Says Hwang: “Who knows?”

*The Beat goes on. Send newsy local items to [chris@cbarnmedia.com](mailto:chris@cbarnmedia.com) or call 415-921-5092.*

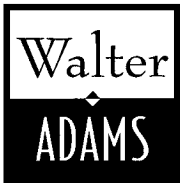


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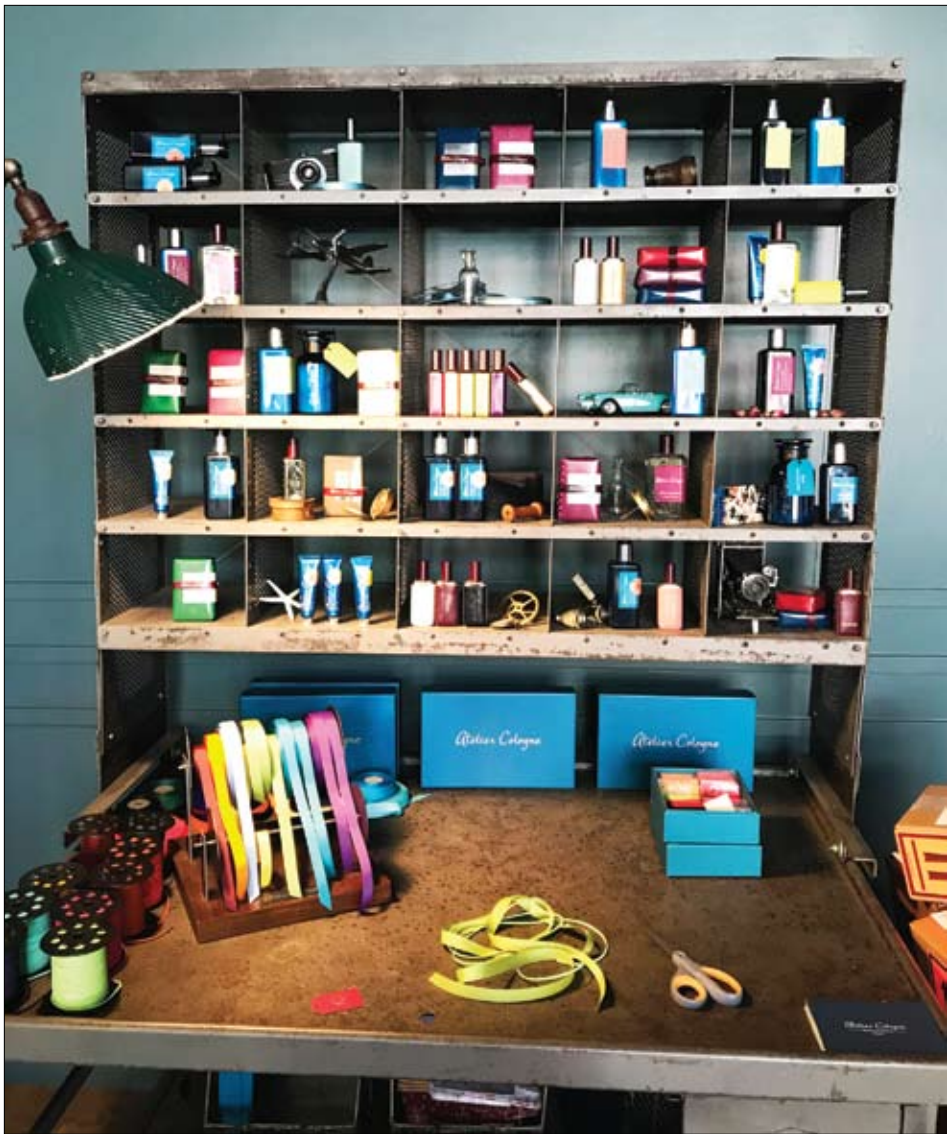
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Atelier Cologne's products, presentation and packaging spring from a two-centuries-old model.



# The Poetry of Perfume

Two Fillmore shops offer their own unique scents

*"When nothing else subsists from the past, after the people are dead, after the things are broken and scattered ... the smell and taste of things remain poised a long time, like souls ... bearing resiliently, on tiny and almost impalpable drops of their essence, the immense edifice of memory."*

— MARCEL PROUST

BY SHELLEY HANDLER  
PHOTOGRAPHS BY SUZIE BIEHLER

HOWEVER melodramatic, the quote from Proust's suffocatingly romantic *Swann's Way* is now known to be scientific truth. The human limbic system, often called the "lizard brain," holds both a portion of long-term memory and the most basic urges to fight, flee or fornicate. It also houses the olfactory system, and the conjunction of all these can cause a single whiff of something familiar to plunge us into our earliest memories.

By extension, perfumes serve as the most sensitive triggers, stirring recollections of sunny days at the beach or deeply intimate moments. Scent — a suggestive art — is also a powerful tool in creating atmospheres both personal and ambient.

This poetic aspect of perfume is not lost on Franck Bouchy, the manager of **ATELIER COLOGNE**, at 2105 Fillmore Street. The way scent intertwines with individual memories, physical chemistry and personal style is something he helps clients navigate with delicate skill. Wearing perfume is an alchemical act, and it begs a look into a shopper's leanings in scent (floral, spicy, leathery?) and lifestyle (are you more campsite or couture?).

Applying his years of experience and passionate study, Bouchy stirs together the wearer's preferences with his own deep knowledge of perfume, and pulls a

selection from Atelier Cologne's library of proprietary scents.

Created in France by founders Sylvie Ganter and Christophe Cervasel, these *cognes absolues* are unique to their perfume house. Ganter starts with the light, citrusy model of historic eau de cologne and adds lingering middle and base notes to turn it into a more substantial, lasting form. Each cologne begins with a story, a memory or a place that Ganter seeks to evoke through scent's subliminal power.

"With scent, we are selling something invisible," says Bouchy, "something that has the power to extend your feelings;



*"With scent, we are selling something invisible, something that has the power to extend your feelings."*

— FRANK BOUCHY, Atelier Cologne

for a brief while, your emotions will be larger, carried forward by the perfume."

Scent can also beautifully set a scene. The shop's Bois Blonds (light wood) combines Moroccan neroli, gaiac wood from Central America and Indian pink peppercorn. Atelier Cologne's website describes this quietly sultry cologne as bearing "the golden light of neroli and the spicy heat of the woodland," promising to take the wearer "slowly toward winter."

A block up at 2238 Fillmore Street, **LE LABO** applies its own particular vision in formulating unique scents. While Atelier Cologne's products spring from a two-centuries-old model, Le Labo takes



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*“These perfumes are not meant to make nice. Some are an outright olfactory shock.”*

— JOHN ASLIMOV, Le Labo

a more modern, minimalist approach. From the name, Le Labo (short for “the laboratory”), to the pared-down packaging, the product is edgier, less genteel, but no less alluring. And manager John Aslimov takes similar pride in his knowledge and skill in matching customer to scent.

Here, perfumes such as Santal 26 are named for their primary ingredient, such as Santal (sandalwood), followed by the number of other notes that round out that fragrance — 26 others, for this par-

ticular scent. In the hands of other perfumers, the sandalwood might sing loudly enough to drown out the accompanying choir. At Le Labo, the scent may be atonal, but its notes are skillfully gathered to make their own provocative harmony.

“These perfumes are not meant to make nice,” says Aslimov. “Some are an outright olfactory shock.”

And instead of the florid copy and costly ad campaigns that accompany most commercial scents, Le Labo — which was purchased by the Estee Lauder conglomerate in 2014 — lets the label on the bottles do all the talking, in text-length simplicity. The packaging is deliberately spare. Matte gray labels and kraft paper boxes house the perfumes, and deliberately dented gray paint cans hold Le Labo’s scented candles.

miss, both perfumeries offer “discovery sets” with five to 16 small vials that allow a person to sample and sniff to make an informed personal selection. De-lightful on their own, these kits extend the gift along with the luxury of choice and time — especially when accompanied with a gift certificate.

They also offer the chance to follow Proust’s deeply romantic lead and give something that reverberates in the memories of both the wearer and the beholder.



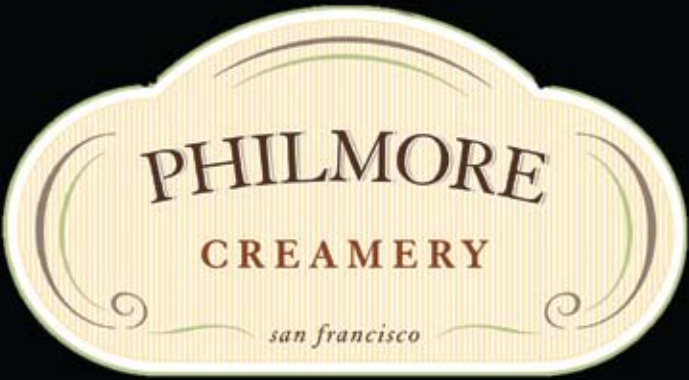
In its products and its pared-down packaging, Le Labo offers a more modern and minimalist approach that is edgier and less genteel.

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PHOTOGRAPHS COURTESY OF THE NEUHAUS FAMILY



The Neuhaus Brothers clothing store at 1806 Fillmore Street.

# The Old Fillmore

Before redevelopment wiped it out,  
Jerry Neuhaus ran his family's  
store at Fillmore and Sutter.

By Howard Freedman

AT AGE 95, neighborhood resident Jerry Neuhaus is one of the last surviving business owners who operated in the Fillmore District before it was demolished by the Redevelopment Agency in the 1960s. And he's still nearby — only four blocks from the clothing store he and his family ran for decades at Fillmore and Sutter.

Neuhaus was born in 1922 in Spanenberg, a small town in central Germany, where his father ran a department store. As conditions deteriorated rapidly for Jews in Hitler's Germany, an aunt and uncle who had earlier come to San Francisco urged his family to join them here.

Neuhaus managed to leave Germany with his mother, father and sister in 1937, bringing along a sacred Torah scroll. Jews who were able to escape could bring little money with them. But some people who were in the know suggested they bring Leica cameras, which were in high demand in the United States.

Once in San Francisco, they were able to sell the cameras and use the proceeds to get established. His uncle helped Jerry's father start a clothing store, Neuhaus Brothers, at 1806 Fillmore, just north of the corner of Sutter Street.

At that time, the Fillmore District around McAllister Street was the hub of San Francisco's Jewish community, anchored by synagogues and institutions such as Diller's kosher restaurant and the Ukraine Bakery. The area was dominated by families that had immigrated from Poland and Russia at the turn of the 20th century.

Neuhaus congregated instead with other recent German Jewish immigrants, who lived under remarkably different circumstances than most San Franciscans. Non-naturalized Germans — including those who had recently escaped to save their lives — in 1941 were classified as "enemy aliens" and were subject to restrictions including an 8 p.m. curfew. Neuhaus was part of a club with around 50 other young German Jewish emigres who

would gather and socialize together. Since they were unable to go out in the evenings, they would have Sunday afternoon dances. They called themselves the Afternoon Night Owls.

After working in a machine shop run by the Department of War, Neuhaus was eventually drafted into the army. He served first in the Pacific and later on a base in Texas, where he trained new soldiers. When he returned to San Francisco from military service in 1945, he began taking business courses at City College. Soon he was running the family's store.

Neuhaus Brothers had a great location, within blocks of the California Street cable car, the Geary streetcar



Jerry Neuhaus today at Rhoda Goldman Plaza.

and a number of electric trolley bus lines, including the 22, which brought customers to Fillmore from the Mission and Marina Districts. But competition was stiff, with six clothing stores operating within several blocks.

"Business was not that good at the time," Neuhaus recalls. "So I told my father, we've got to do something different. I came up with the idea of selling women's large size clothes. I put out a big sign saying Specializing in Large Sizes."

With no other shop in San Francisco at the time devoted to selling plus sizes for women, the store benefited from its niche. Customers came

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from all over the Bay Area. And Neuhaus would travel to New York twice a year to commission clothing for the shop.

Neuhaus also extended credit to many of the customers, which won him their lasting loyalty. He says his only truly negative experience was being held up at gunpoint on the day before Christmas one year. The gunman got away with \$2,000.

The business continued until the city's Redevelopment Agency notified Neuhaus that his store was part of the area that was slated for demolition during the second phase of the massive redevelopment project that was drastically changing the Western Addition. Neuhaus Brothers closed in 1970, and the city razed the block of Fillmore Street it had occupied shortly afterward. The Amelia condominiums and shops are there today.

Neuhaus used the money he received as compensation from the Redevelopment Agency to go into real estate, primarily in

the Sunset and Richmond Districts.

Neuhaus was married for more than 66 years to Renee Cohn, another German refugee, from Hamburg, who came to San Francisco in 1939. They both attended Lowell High School. The two first met as high school students at a holiday celebration at Congregation Beth Israel, the synagogue on Geary that once stood next door to the Fillmore Auditorium on what is now the site of the post office.

They were married in 1947 at Congregation Keneseth Israel, an Orthodox synagogue then at Webster and Golden Gate. The couple raised three daughters, Sandy, Debbie and Nancy. Eventually in later life they moved to Rhoda Goldman Plaza, the senior community at Post and Scott where Jerry still lives. Renee died in 2014.

These days, Neuhaus enjoys taking short walks in the neighborhood, impressed that it has become more

upscale than during his days in business. And he occasionally comes across people who remember the old days.

"Just a week ago," he says, "a guy came by here, and said: 'You're Mr. Neuhaus. When I was a little boy, my mother was a big woman, and we lived far away, but we used to come to your store every month. My mother always enjoyed it.'"

Neuhaus says he feels fortunate he had his business in a different era. "Retail business is a thing of the past," he says. "So many people are buying on the Internet." But he hasn't given up on his trade. "I do think neighborhood stores still have a chance," he adds.

Still lively and intellectually active man after nearly a century of life, he has some advice to offer: "The main thing is to stay healthy."

*Research assistance provided by Burt Meyer and Randall Heilbrunn.*



A credit card from Neuhaus Brothers. Top: Jerry Neuhaus inside the store.



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# A Walking Tour of Green Street

By MARILYN STRAKA

IN THE EARLY DAYS OF SAN FRANCISCO, the Cow Hollow area was known as Spring Valley, named for the underground springs in the area that provided one of the city's only sources of fresh water. Some called it Golden Gate Valley for its views of the Golden Gate. By the 1860s, the area was dominated by 38 small dairy farms and cow pastures. The easy availability of water for the cattle overrode the fact that it wasn't the best pasture land.

A small spring-fed lake near the present-day corner of Franklin and Lombard was called Washerwoman's Lagoon, named for the women who came there to do laundry. Over the next 30 years, the dairy farms were joined by vegetable growers, tanneries, slaughterhouses and sausage factories. The water pollution and odors became a problem, especially for the residents up the hill in Pacific Heights.

In 1891, cholera broke out and livestock were prohibited. Prison labor was used to fill in the area with sand from the nearby dunes along Lombard Street. Then came the Panama Pacific International Exposition in 1915, followed by the development of the Marina. The area between the Marina and Pacific Heights is still referred to as Cow Hollow, although cows are nowhere in sight.

While Cow Hollow lacks the spectacular views of Pacific Heights, there are many fine homes, and many have a story to tell. Victorian, Mediterranean, Modern and other architectural styles exist side-by-side, especially on Green Street. This walk explores both sides of Green between Van Ness and Fillmore.

Green Street was named after Talbot Green, a colorful settler who came to San Francisco in the 1840s. Partnering with the successful land speculator Thomas Larkin, Green became a wealthy merchant and an influential citizen. Then, during a run for mayor in 1851, Green's true identity was exposed: His real name was Paul Geddes, and he had deserted his wife and children, headed west and changed his name to avoid paying a debt. He left San Francisco in disgrace and never became mayor. However, we still have a street named after him.

*Start at the northeast corner of Green Street and Van Ness Avenue and walk west on the north side of Green.*

**Holy Trinity Cathedral Church.** This distinctive building at the corner of Green and Van Ness, with its rounded piers and tower, is typical of Russian Orthodox churches, although the current congregation is now independent of the Russian Orthodox Church. There are no pews inside; it is known as a Standing Church. Look up into the tower to see a 5,000 pound great bell surrounded by six smaller bells. The bells were cast of silver, brass and copper in Moscow during the reign of Czar Alexander III in 1888, and were saved from the destruction of the 1906 earthquake by a quirk of fate. At the time, they were in a church in North Beach, but had been removed from the tower for repairs. They were put on a wagon and wheeled to safety, away from the fire that raged after the quake.

**View at the corner of Green and Franklin.** Look north and imagine a lake several blocks down the hill. More than 150 years ago, this was known as Washerwoman's Lagoon, a place where clothes were washed, and eventually the site of an early commercial laundry. Old maps show the name as Laguna Pequena, the source of the name of Laguna Street. Even today, area residents and storeowners report basement floods caused by the underground springs.

**Sherman School at Green and Franklin.** The Sherman School occupies the site of the first school in the area, the Spring Valley School, which dates back to 1852. John Reid Jr., the brother-in-law of then-Mayor James "Sunny" Rolph Jr., designed the building, with its exuberant terra cotta detailing, which was completed in 1924. The current student body is culturally diverse, with a large bilingual Chinese population.



PHOTOGRAPH BY DICKIE SPRITZER

**New England-style door at 1670 Green.** Notice the bright green door on the right side of the building. When the house was first built, this door led to the servants' quarters. Today this is a separate entrance for an in-law apartment in the back.

**Gough Street.** Charles H. Gough was a milkman who served on a committee to name the streets of the Western Addition. He named this street after himself, and had Octavia Street named for his sister.

**Octagon House at 2645 Gough, between Green and Union.** This eight-sided house was built across the street in 1861 by William G. McElroy, a miller. Its unique shape allows maximum light through its many windows. At one time there were five octagon houses in San Francisco, but today only this one and another on Russian Hill remain. From 1949 to 1952, the house stood vacant and became dilapidated; it was offered for sale for \$1 to anyone who would pay the moving expenses. The National Society of Colonial Dames of America bought it in 1952, moved it across the street to its present site and restored it beautifully. It houses a public museum of artifacts and historical documents, and tours are offered.

**Allyne Park at Gough and Green.** Named for the longtime owners of this large lot, the park includes the remnants of a garden landscape that once surrounded a grand Victorian-era house built sometime before 1886 for the Allyne family. The house at 1748 Green was adjacent to the back of the original Allyne family house. Records indicate the Allyne family purchased the house and remodeled it. Today, it is split into three flats.

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KIM FROHSIN, *New Gardener* (2001) mixed media, 10 x 13.5 inches





Clockwise from left: Holy Trinity Cathedral Church, the Octagon House from Allene Park, 2100 Green, Sherman House, 1950-60 Green and the Queen Anne Victorian at 1791-95 Green.

**Wagner's Garage at 1776 Green.** This structure was built in 1915 as a parking garage and chauffeurs' quarters to accommodate the Panama Pacific fairgoers who arrived by auto. Since few homes had garages at that time, this was quite an innovation. The building could hold up to 50 cars and the chauffeurs, as they waited, could be comfortable upstairs where there were showers, lockers and a lunchroom. For many years, this structure housed a family-owned auto repair shop. It has recently been taken over by Jump bikes.

**1900 Green.** The northwest corner of this intersection was the site of Elijah Pell's home, built in 1847. He was the first resident of the Cow Hollow district. On the corner of Green and Laguna today stands an immaculate Stick-Eastlake Victorian. This style of Victorian, named after Sir Charles Eastlake, an influential London furniture designer, uses a wide variety of elaborate redwood ornamentation with flat, angular designs.

**Backward Victorians at 1950-60 Green.** These three homes were moved here from Jackson Street in 1891 and joined as if they had common walls. The move was accomplished by placing the houses on a platform that was rolled along on huge logs, with horses providing the power. In those days, people sometimes moved a house to a better neighborhood with a larger yard. At other times, when streets were laid out after a home was built, the entrance would become inaccessible. The front entrance to these homes was originally on Charlton Court, off Union Street. The balconies were the backdoor entrances, formerly reached by steps.

**Buchanan Street.** This street was named after John C. Buchanan, a San Francisco

politician, auctioneer and real estate investor, and not after the U.S. president, as many people assume.

**View from the corner of Green and Webster.** Look north toward the bay to see the Marina set out before you. Before 1912, this area was mostly brackish water. It was filled in and transformed for the 1915 Panama Pacific International Exposition. More than 20 million visitors came to the exposition, a huge success for San Francisco and a signal to the world the city had recovered from the devastating 1906 earthquake and fire.

**Apartments at 2100 Green.** This building is typical of the luxury apartment buildings built in the neighborhood in the 1920s and 30s. As wealthy families sold off their property and moved to the Peninsula, many Victorians were torn down and replaced by multi-family dwellings. The buildings, complete with elevators, were often six to 10 stories high, limited by the technology of the day and not by height restrictions. The elaborate arches and the lobbies beyond — complete with marble, polished brass and custom metalwork — are typical of other cooperative apartment buildings up the hill in Pacific Heights.

**Sherman House at 2160 Green.** This elegant home was built in 1876 for Leander Sherman, a purveyor of pianos, organs and other musical instruments. Sherman was a patron of the arts and a major force in establishing the San Francisco Symphony and Opera. Along with his partner he established Sherman Clay, the well-known piano company. Many of the leading performers of the day, including Enrico Caruso, Ignacy Jan Paderewski, Lillian Russell and local celebrity Lotta Crabtree entertained here in the music room located to the left of the main entrance. Sherman occupied this home for 50 years. Later, for a time it became the Sherman House, an intimate and sumptuous world-class hotel with uniquely appointed rooms and a private dining room. Today, it is again a private home, owned by the Getty family.

*You are now at the corner of Green and Fillmore. Cross over to the south side of Green Street and observe these architectural treasures as you return to the original starting point.*

**Identical Victorians at 1871-79 Green.** These 1880s Stick-Eastlake Victorian houses look nearly identical except for the paint scheme. They were built by developers and much of the gingerbread ornamentation was selected from a catalogue and ordered by mail. The idea of the three or four decorative colors on Victorians became popular in the 1970s. Earlier, these homes were all one color, usually a subdued gray.

**Golden Gate Valley Library at 1801 Green.** This grand classical building at the corner of Green and Octavia was designed by Ernest Coxhead in 1917. It follows the Basilica style, with an open atrium and no columns or posts. This library and several others were built with funds from steel magnate Andrew Carnegie. A unique feature of this library is a collection of memoirs from early residents of Cow Hollow.

**Queen Anne Victorian at 1791-95 Green.** This is a beautiful example of the architectural style popular from 1885 to the early 1900s. Note the large rounded bay windows, the gingerbread ornamentation and the corner tower. And don't miss the grasshopper weather vane on the top.

**Hidden homes at 1661-65 Green.** These two homes hidden in greenery behind the brown lattice fence have had a variety of uses through the years. 1665 Green was a carriage house in the late 1800s. The simple cottage in a park-like setting at 1661 Green was originally an artist's studio. That original red cottage is now the second floor of the current dwelling. The gardens that go from Vallejo to Green are said to be the largest contiguous private garden space in San Francisco. Notice the redwood trees, a rare sight in San Francisco.

**Bay Region Style homes, 1641 and 1635 Green.** Designed in 1917 by Elizabeth Austin, 1635 Green is set back from the street and has a garden that brings the outdoors inside. Built of natural wood, this treatment was common in the 1920s, and is known as the traditional Bay Region style, most notably used by architects Willis Polk and Julia Morgan. Contrast 1635 Green to the more modern 1641 next door, built in the second Bay Region style of the 1940s. This design was a collaboration of architect William Wurster and landscape architect Thomas Church. The houses at 1629 Green were designed by a student of architect Julia Morgan, and the materials used are said to be remnants from the Panama Pacific International Exposition.

**1535-45 Green.** Notice the inviting entrance to this complex: the light globes and metalwork, the brick theme and the abundance of greenery. It's easy to forget that you're in a big city and walking along a path where cows formerly grazed.

*Marilyn Straka, a neighborhood resident, leads On the Level excursions. For more information, go to [onthelevelSF.com](http://onthelevelSF.com).*



  
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# This Month, 3 Film Festivals Are Screening Locally

By ANDREA CHASE

NOVEMBER BRINGS three fabulous film festivals to the neighborhood.

First up, the **3RD INTERNATIONAL SOUTH ASIAN FILM FESTIVAL** takes us to Bollywood and Beyond from November 1 to 4. Celebrating its 16th year, most of the festival's films from India, Pakistan, Sri Lanka, Canada, Australia and the U.S. are the work of women filmmakers. Screenings at the New People Cinema include:

▪ *Good Guy, Bad Guy*, Indu Krishnan's five-year look at Zakhir, a homeless man on the streets of Bangalore who dreams of making movies. The harsh reality of his life contrasted with this fantasy career is bitter-sweet, but becomes a striking social study when Zakhir goes missing.

▪ Harleen Singh's *Drawn Together: Comics, Diversity and Stereotypes*, focusing on three comic artists challenging stereotypes and racism. It is thoughtful, surprising and more than a little disconcerting as it deconstructs paradigms and challenges us all to see beyond the status quo.

Also highly recommended is *Up, Down & Sideways*, blending the mystical landscapes and traditional music of northern India; the Gothic horror of *Tumbbad*; and the documentary *Ask the Sexpert*, featuring Dr. Mahinder Watsa, a 93-year-old with considerable experience as a sex columnist.

For more information about the 3rd International Film Festival, go to [thirdi.org](http://thirdi.org).

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From November 8 to 11, the Kabuki Theater will once again host the **CINEMATOGRAFO FILM FESTIVAL**, celebrating its second year of showcasing work by Filipino and Filipino-American filmmakers.

The opening night film is Chito Rono's *Signal Rock*, which is also this year's official entry for the Foreign Language Oscar. Set on remote Biri Island, it is a finely observed study of small town life seen through the eyes of Intoy, whose only way of contacting the outside world is by climbing the eponymous Signal Rock. It's a situation that emphasizes the irony of the tiny community's dependence on the outside world, which is alien to them, for their financial survival.


For a savage comedy that defies conventional expectations at every turn, there's *Chedeng and Apple* by Patrick Tabada and Rae Red. With overtones of *Thelma and Louise*, film viewers witness newly widowed 66-year-old Chedeng coming out of the closet after all those years, and embarking on a love quest with best friend Apple, who has broken up with her roommate in a very decisive way. Hilarity ensues.

Last year, industry insiders were treated to a sneak peek at 15 minutes of *Call Her Ganda*, PJ Raval's powerful and incisive indictment of the legacy of colonialism filtered through the murder of Jennifer Laude by a Marine on shore leave. This year we see it all. The trans woman's family and fiancé fight for justice as reporter Meredith Talusan, herself a trans Filipina, investigate

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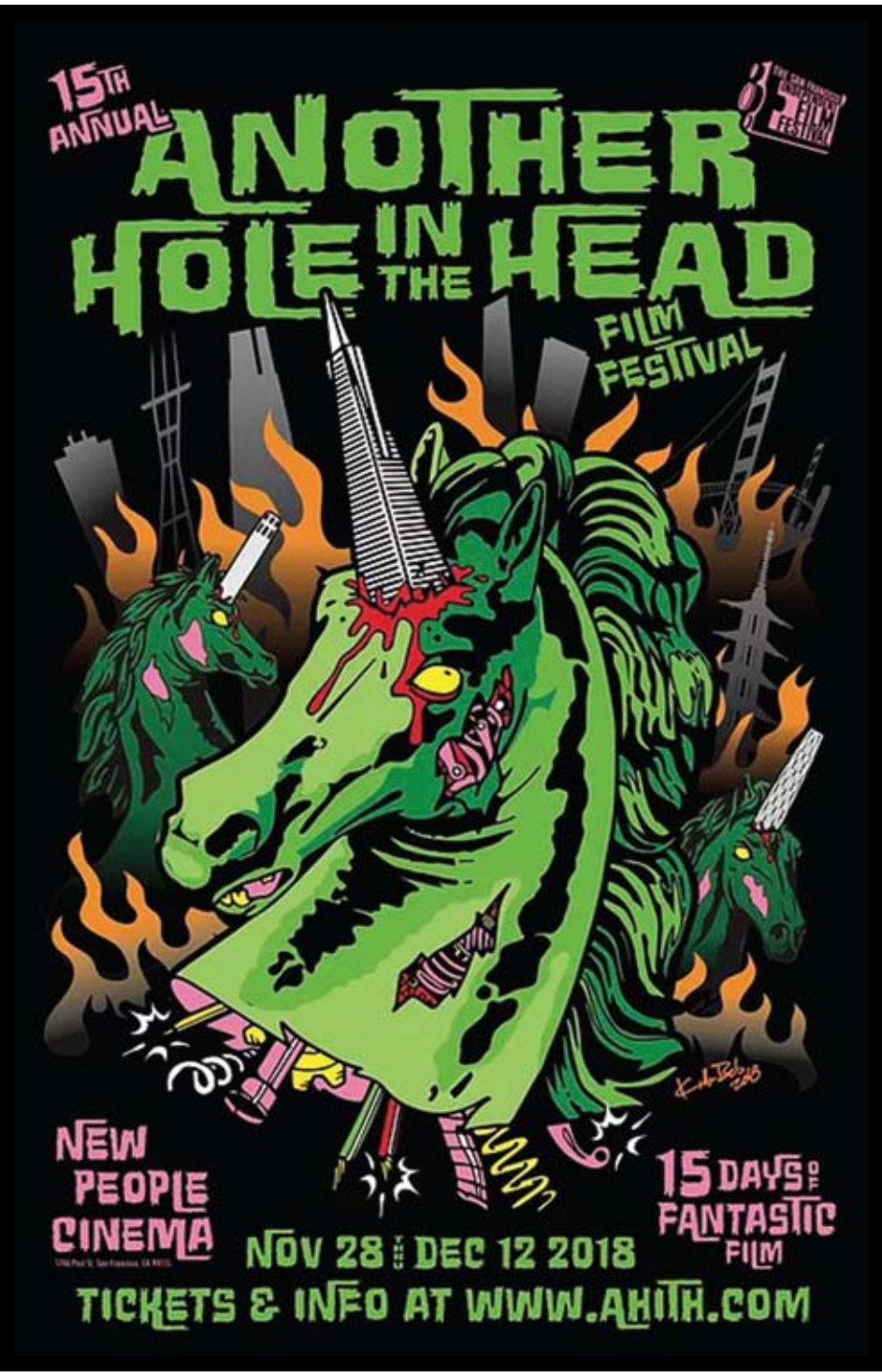
Immediately following the screening of the film, Raval will be taking part in one of the festival's panels, "Conversations, Storytellers, Engagement, Global Impact!" along with other filmmakers whose documentaries have been effective calls to action.

The festival's closing night film goes beyond the Philippines with a timely story of migrant workers set in Singapore. Yeo Siew Hua's *A Land Imagined*, winner of Locarno's Golden Leopard, features a jaded cop searching for an insomniac migrant worker gone missing after meeting the wrong people at a cybercafe. Stylish and moody, it blends moments of mystery and current events with both grit and elegance.

For more information about Cinematografo, go to [cinematografofilmfestival.com](http://cinematografofilmfestival.com).

And finally, running from November 28 to December 12, Jeff Ross's 15th annual **ANOTHER HOLE IN THE HEAD FILM FESTIVAL** comes to the New People Cinema for 15 days of genre films that are sometimes genres unto themselves, in the best possible way.

If you've ever wondered about those people who firmly believe that the earth is flat, Daniel J. Clark's intriguing documentary, *Behind the Curve*, will answer many questions. With a dash of whimsy, Clark gives us a wry exploration of a complex belief system, fueled by the internet, that is steeped in conspiracy theories that



don't always hang together cohesively — at least to the outside viewer. Not only a window into an alternate way of looking at the universe, it might just make you question why you believe what you believe.

Local filmmaker Chandler Landon takes us to the dark side of San Francisco courtesy of his gorgeously realized neo-noir, *The Fare*. A serial killer is on the loose in San Francisco, and detective Harry Bukowski is hunting the murderer down in a city that Chandler photographs as a dreamscape edged in horror. Karl the Fog has never been more menacing.

Drew Bolton lightens the mood, but not the terror, with *Unicorn Killer*, a comedy with drag queens and Brooklyn's Annual Enema Party. Really, what more do you need to know? Absurd and terrifying, it's a romp like no other.

Among the 140 shorts and features, you'll also find a feminist tale of the supernatural with Noburo Iguchi's *Ghost Squad*, and a tribute to the fans who make cult films what they are, Bill Fulkerson and Kyle Kuchta's *Survival of the Film Freaks*. Some of those shorts will be part of San Francisco Art Institute Student Film Night, a special program hosted by Christopher Coppola. The entire evening will be devoted to the best short films from that storied institution.

For more information about this year's *Another Hole in the Head Film Festival*, go to [ahith.com](http://ahith.com).



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2117 Broderick St	4	3	1	2,685	22	10/5/2018	3,200,000	3,450,000
2268 Pine St	5	4	2	3,280	21	10/12/2018	4,400,000	4,350,000
3710 Clay St	3	2	1	3,250	7	10/15/2018	4,400,000	4,600,000
2622 Chestnut St	5	4	2	4,207	108	10/3/2018	4,995,000	4,730,000
3788 Clay St	5	4	2	n/a	11	10/5/2018	5,995,000	6,175,000
2680 Green St	5	6	2	4,930	6	10/10/2018	13,500,000	12,900,000

Condos / Co-ops / TICs / Lofts	BR	BA	PK	Sq ft	Days	Date	Asking	Sale
1450 Post St #1115	2	1	1	1,067	229	10/3/2018	625,000	510,000
1450 Post St #608	1	1	1	1,116	145	10/3/2018	599,000	575,000
2601 Post St #3	1	1	1	n/a	14	9/24/2018	665,000	672,000
2364 Pacific Ave #11	1	1		n/a	104	10/2/2018	695,000	700,000
2701 Van Ness Ave #209	1	1	1	n/a	18	9/24/2018	815,000	880,000
1402 Post St #A	1	1	1	685	6	9/25/2018	789,000	900,000
2040 Franklin St #804	1	1	1	1,370	13	10/5/2018	895,000	1,055,000
2760 Sacramento St #3	2	1	0	1,220	27	10/2/2018	1,195,000	1,285,000
2240 Green St #3	1	1	1	1,253	9	10/5/2018	1,310,000	1,310,000
1800 Washington St #416	2	2	1	1,108	23	9/26/2018	1,295,000	1,330,000
2299 Sacramento St #17	2	2	1	1,380	31	9/25/2018	1,100,000	1,425,000
1895 Pacific Ave #102	2	2	1	1,180	15	9/26/2018	1,225,000	1,500,000
1856 Franklin St #53	2	2		n/a	64	9/17/2018	1,595,000	1,525,000
1755 Filbert St #3A	3	2	3	1,599	14	9/27/2018	1,395,000	1,704,000
1715 Lyon St	3	2	0	1,610	7	10/5/2018	1,295,000	1,750,000
2244 Greenwich St	2	2	1	1,398	26	10/10/2018	1,725,000	1,791,000
3112 Pierce St	3	3	2	1,713	33	9/28/2018	1,998,000	1,900,000
2105 Buchanan St #6	3	2	1	1,700	18	10/9/2018	1,895,000	1,952,813
1501 Greenwich St #502	3	2	1	n/a	16	10/12/2018	1,995,000	2,100,000
122 Arguello Blvd	3	2	1	1,690	20	10/2/2018	1,998,000	2,295,000



Renovated home pulls in 8-figure price again

As the recent sale of a neighborhood home demonstrates, some San Francisco buyers are willing to pay prime prices for updated homes rather than deal with the burden of managing the renovation process themselves.


In early October, the home at 2680 Green Street sold for \$12.9 million after just six days on the market, making it the largest single-family home transaction in the city in almost six months. The property's sales history shows that it sold for \$3.1 million in 2010. The buyer in that transaction was a San Francisco developer who spent four years transforming the home into a modern, environmentally friendly masterpiece. It went back on the market in 2014 and sold for \$12 million.

Given San Francisco's hefty transfer tax on \$10 million-plus properties, plus closing costs and commission, the seller of the Green Street property likely took a small loss in the October transaction. But the buyer gets to enjoy the home's many pluses — which include a chef's kitchen, a back yard ideal for entertaining and a roof deck with a fireplace (above) for soaking in the epic vistas of San Francisco Bay and the Golden Gate Bridge.


— Data and commentary provided by PATRICK BARBER, president of Pacific Union. Contact him at patrick.barber@pacunion.com or call 415-345-3001.

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