■ INSIDE

Locals News Crime Watch Food & Drink Books

Home Sales



■ NEW NEIGHBORS

'I Always Wanted My Own Store'

Mega-retailers open a stylish home shop on Sacramento



■ HOME & GARDEN

Sure It's Costly — Colorful Too

A commanding perch on the last block of Broadway

THE NEW FILLMORE

SAN FRANCISCO M MARCH 2013



Sweet inspiration

Photograph by AMANDA HIBBERT The new b, patisserie opened two days before Valentine's Day at 2821 California Street and became an instant sensation in the neighborhood, with long lines of pastry lovers and a "sold out" sign on the door by mid-aftern

"PASTRY HEAVEN" | PAGE 6

A Push to Block Corporate Store Oska

German chain has plans to open at 2130 Fillmore

By Barbara Kate Repa

Suppress by concerns that the local shopping district is losing its charm and uniqueness as corporate labels gobble up real estate on Fillmore Street, some businesse owners are now attempting to block a newcomer — Oska, a German-based clothing company — from moving into the neighborhood.

The charge is being led by Miyo Ota, owner of Mio, the women's boutique at 2035 Fillmore. She has filed an appeal of a building permit issued earlier to refurbish the space at 2130 Fillmore just left vacant by Jet Mail, where

Oska intends to open a boutique. The action suspends the permit until the San Francisco Board of Appeals hears testimony on the issue at City Hall on March 20.

Ota's resolve to act against the retailer, which boasts more than 50 stores around the world, was stoked while on a recent buying trip to Paris, where she was strolling through the for-



"I'm not going to let this slide by."

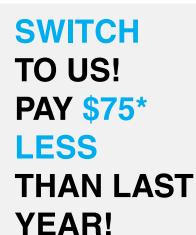
-MIYO OTA owner of Mio

merly quaint Marais district. "I was shocked at what I saw there — it feels like Soho on weekends," she says. "Now there are the same old chains there you see everywhere."

The disputed permit was issued to Alan Tan, the property owner of 2130 Fillmore. Ora says she found out the intended new tenant was Oska only by talking with Eduardo Izzo, who for many years owned and operated Metro 2001 in the same building. Izzo recently shut his doors after receiving a substantial rent hike. The longtime occupant of the space at 2130 Fillmore, Jet Mail, was also forced to move to a spot off the beaten track on Sutter Street after Tan increased the rent.

"Tve decided I'm not going to let this slide by," says Ota. "We need to make realtors and landlords more honest."

TO PAGE 15



Offer valid for tax prepara paid of \$150.00 or more. Proof of last year's Does not apply to an amended

not be combined with any other offer.

Lindi TAX SERVICE

(415) 359-0322

1475 Polk St. #12, Corner of California & Polk, San Francisco CA, 94109





Phil Kaplan and his son Brian during the final weeks of business at Bond Cleaners

Fillmore's Oldest Shop Closing

After 60 years, Bond Cleaners calling it quits in March

By Carina Woudenberg

FTER SIX DECADES in the dry cleaning business, Phil Kaplan is calling it quits.

Known for his avuncular rapport with patrons, his ability to remember names and of Fillmore and Washington, now home his affinity for baseball caps, Kaplan — the owner of Bond Cleaners at 2442 Fillmore Street - plans to retire on March 1.

"My wife recently passed away," explains a solemn Kaplan, now 81. "And 60 years is a long time."

The owner of Fillmore's longest-running business took over the dry cleaning establishment in his early 20s at the encouragement of his father. The senior Kaplan, already busy managing his own dry cleaning business, had earlier worked for the previous owner, assisting with repairs and alterations. When the owner became ill and could no longer run the business, he turned to Phil to keep it going.

Over the years, various family memhers have beloed with Bond Cleaners including Kaplan's wife Lynda and their three sons. The sons have since moved away and started their own families. But middle son Brian recently took time off from his maintenance job in a Tacoma, Washington, school district to help his father wind down operations at the

"I worked here for 15 years," Brian says, looking right at home behind the counter.

His father remembers many neighbors and businesses now long gone from his time on Fillmore Street, including Joe's Smoke Shop, which stood at the corner to Chouquet's restaurant. Joe's was a place where locals went for coffee or a burger or cigarettes, or maybe to play pinball.

Kaplan also remembers the Washington-Jackson cable car line regularly making its way through the neighborhood in the early 1950s, which was around the time he first took over the business.

"It went by fast," Kaplan says of his 60 years on the street. "I'll miss all my custom-

In turn, many customers reluctantly acknowledged Kaplan's sign on the front window announcing his closing date of

oman as she picked up her clothes. "I'll be around," Kaplan responds.

Kaplan says he actually expects to stick by the business until around March 10. Unsure of exactly how he'll spend his free time after that, Kaplan says he may play poker twice a week instead of just his usual Wednesday game.

"Better get your clothes," he says with a hint of a smile.

■ CORRECTION

In "Gluten-Free Crackers With a Danish Twist," February 2013, we incorrectly reported that the new gluten-free Kettel

Krakkers created by neighborhood resident Susan Gabiati are available locally at D&M Liquors on Fillmore. In fact, they are available at Ales Unlimited at Jackson and Webster

THE NEW FILLMORE

2184 Sutter Street #202 San Francisco, CA 94115 415.441.6070 editors@newfillmore.com

Editors | Barbara Kate Repa & Thomas R. Reynolds Production Editor | Ginny Lindsay Copy Editor | Donna Gillespie Marketing Manager | Alison Short

Advertising inquiries ads@newfillmore.com or 415.441.6070
Published on the first weekend of each month. Deadline: 20th of prior month Subscriptions by mail are available for \$30 per year. Please send a check.

Connecting the neighborhood

Every month, 20,000 copies of the New Fillmore are delivered to homes and businesses in the Fillmore, Pacific Heights and Japantown. We thank you for your support and encouragement and welcome your ideas and suggestions.



newfillmore.com | updates, videos and an archive of back issues

Mayor Lee Says He's Committed to the Fillmore

AYOR ED LEE told a group of visitors February 12 he is personally invested in seeing that the progress made in recent years in the Fillmore Jazz District is continued and expanded.

"Fillmore does deserve even more attention," Lee said. "I believe we're going to see more success faster in the Fillmore than in some other neighborhoods."

Lee said he is working with new District 5 supervisor London Breed to determine and implement the city's next moves. He mentioned the long-shuttered Muni substation at Fillmore and Turk and adiacent blocks as priorities. Through his Invest in Neighborhoods initiative, he said, there would be city support for facade improvements and other efforts to help existing businesses and attract new ones

"It's being led by 1300," he said, referring to 1300 on Fillmore restaurant owners Monetta White and David Lawrence.

Lee noted that these are "still tricky times," but said he thought progress in the Fillmore would come more quickly because of the density of people living in the area and the proximity to Japantown.

"I see great potential," he said. "The makings are there for closer connections than before" between Fillmore and Japantown, "It's a matter of connecting it all."

Pa'ina Told to Work With Its Neighbors

A'INA restaurant and lounge did not get the go-ahead it was seeking from the Planning Commission on February 7 to extend the hours it presents live entertainment from 10 p.m. to 1 a.m.

At the hearing, the commission heard complaints that sound from Pa'ina's performances interferes with the operations of two of its next-door neighbors, the Kabuki Sundance Theaters and the Kabuki Springs & Spa.

The commission directed the three par-

ties to share the costs of hiring an independent sound consultant to develop a plan that will not disturb the spa or cinemas.

"Come back with something that works for everybody," said planning commissioner

The issue is slated to be heard again by

the commission at its April 11 meeting.

NEW PLAN focused on preserv- how to preserve and promote a neighbor-

Called the Japantown Cultural Heritage allow high-rise residential towers. The conand Economic Sustainability Strategy, the struction of the new buildings would have

The new plan offers a sharp contrast to

"Japantown will continue to thrive as a culturally rich, unique, and vibrant neighborhood," said the new plan, "and will serve

3D Investments, a developer that now owns most of the buildings in the Japan Center, participated only minimally in the

The plum blossoms — and the sparrows return to Alta Plaza

The plum trees on the eastern side of Alta Plaza Park burst into bloom in early February. By the end of the month they had lost most of their blossoms — even before similar trees elsewhere lost theirs. The petals dropping from the Alta Plaza plum trees on a windless late February afternoon can mimic a gentle snowfall. caught in the act. They are none other than our fine-feathered friends. In mid to late February, the resident whitecrowned sparrows, pictured below and house finches find the young fruit at the base of the blossoms irresistible. They neatly pluck off the fruit, eat it, and then discard the attached blossoms. Locals can best enjoy the park's annual plum blossom display in early February, before their fruit goes to the birds.



Dental School May Convert Into Condos

Developer might also add townhouses, garden

HE SIX-STORY building at Webster and Sacramento Streets built as the home of the dental school of the University of the Pacific - which is scheduled to move downtown next year to Fifth Street - may be converted into

Trumark Urban, a privately owned development company based in Danville, is exploring the possibility of creating 110 to 130 high-end condos in the existing building. In addition, on the 17,000-square-foot surface parking lot to the west, they would add townhomes and landscaping between Sacramento and Clay Streets

"We're in the early stages of figuring out how we might re-purpose the building," said Kim Diamond, Trumark's development director. "But we're really excited about the area and the building.

Diamond and Trumark managing director Arden Hearing have been reaching out to neighborhood leaders as part of their due diligence in deciding whether to go through with their tentative agreement to buy the property. Among others, they consulted with Pacific Heights Residents Association board members Gree Scott and Paul Wermer, who raised the perennial concerns about parking and traffic but responded positively to the idea of creating housing. The building has been widely expected to become another medical building, given its location near the hospital.

"This is probably the least impactful use of the property," said Wermer.

Diamond said her company is unlikely to proceed if there is opposition to the project, "We really want the neighbor-

Plan to Save 'Cultural Heart' of Japantown Unveiled

ing Japantown's uniqueness was hood's cultural heritage. released February 12 and considered at a community meeting in the neighborhood on February 26.

plan acknowledges it is "the first document in San Francisco to focus specifically on that now operate in Japan Center.

a 2009 Japantown plan, which proposed rezoning much of the neighborhood to wiped out many of the small businesses

as the heart of the Japanese and Japanese American communities."

Host an **INTERNATIONAL STUDENT!**

- · Seeking a new and exciting cultural experience? · Would you like to host a short or long-term
- international student who is studying English? Does your home have wireless internet access?
- · Do you live near public transportation and within 45 minutes of downtown San Francisco?

If you answered "Yes" to these questions, please contact Converse International School of Languages to learn more.



605 Market Street, Suite 1400 San Francisco, CA 94105 www.cisl.edu (415) 971-3227



Phone: (415) 749-1533 Online: bloomingfloraldesign.com info@bloomingfloraldesign.com



VitaminExpress proudly supports March & Symposium - Truth about Fluoride Finally after 50 years of misleading evidence, Science takes the stage to prove one of the gravest mistakes in public health policy ever.

Visit FuorideOut.org and attend March 22nd - World Water Day Shop on March 16th - 5% of our Sales will be donated to FluorideOut.org



Premium Eve Formula 180 caps Reg. \$68.95



Jarrow's Bone Formula 240 caps Reg. \$28.95 \$21.95

Vitamin VE Express

Personalized service, top-quality products, health information, great prices. Family owned, local, viable, (24/7) VitaminExpress.com 1428 Irving Street (415) 564-8160 2047 Fillmore Street (415) 922-3811



Vehicle Burglary Franklin Street and Geary Boulevard January 21, 10:10 p.m.

A private security company called the police about a car burglary in progress. Security guards had discovered a backpack discarded alongside a building they were patrolling. After looking around, they saw a car with a broken window. A man in the passenger's seat was searching through the glove box. They called 911, then approached the man and ordered him out of the car. The man did not comply so the security guards pepper-sprayed him, then handcuffed him.

When officers arrived they searched the car, trying to learn the name of the registered owner. They found it inside the suspect's backpack. He was also carrying names on them. When officers contacted the owners of the credit cards, they heard from one man that his backpack had been stolen from his workplace on Market Street that day. Officers booked the suspect at Northern Station.

Burglary, Unlawful Entry, session of Stolen Property Van Ness Avenue and Eddy Street

January 25, 7:06 p.m.

Dispatch received a call about a stolen cell phone. When officers arrived on the scene, an investigations lieutenant was detaining the suspect, who had the stolen cell phone in his pocket. The phone's owner told police she had been having coffee and had set her phone down. She walked out of the store, then remembered she had left her phone on the seat, but returned to find it gone. Investigators viewed the store video, which showed a man picking up the frame. phone and leaving the store. As he now had a suspect description, the lieutenant began searching the area. He found the man outside the store and detained him. The suspect was booked at Northern Station.

Possession of Stolen Property, Conspiracy Van Ness Avenue and California Street February 2, 12:48 p.m.

Store employees flagged down passing officers and told them that two individuals inside the store were attempting to pawn what they believed to be two stolen guitars. The men who brought in the merchandise were not able to tell the employees the make or approximate value of the guitars. One suspect said he would take \$1,000 for both, which was a very low bid for them.

The men claimed they had obtained the guitars from a storage unit. But one employee had received an email earlier in the week from an individual who alerted him that two guitars were stolen from his car while it was parked on 19th Avenue. In his email he gave the make, model, value,

serial number and color of the guitars. The information matched. Officers arrived and detained the two men. They seized the guitars and a copy of the email as well. Inside the guitar cases officers discovered an airline boarding pass that belonged to the man who had been robbed. Officers released the stolen guitars to their owner after taking photos of them. The two men were booked at Northern Station.

Burglary, Forcible Entry, Obstructing an Officer Pine and Laguna Streets February 5, 3:41 p.m.

CRIME WATCH

A man called the police about a trespasser in his apartment building. The caller told officers he had heard a man velling "Hello. multiple credit cards with other people's Hello," in the hallway outside his unit, He opened his door and the man outside asked him if he could "help him with his friend." The caller saw no one with the man. He knew this individual did not live there and believed he was acting suspiciously, so he asked the man to leave the building. Minutes later, he heard more loud banging in the hallway. The same man was rapping on the caller's neighbors' doors, asking if he could stay in the apartment. The witness told him to get out or he would call 911. The suspect then walked downstairs.

Officers searched the building, going first to the roof where they saw that the window of the door leading to the neighboring building had been broken. It appeared someone had entered the adiacent building. Additional officers arrived to search that building. The caller then discovered the dead bolt on an apartment was broken, and there was blood on the door

Officers searched that unit, but found nothing. Simultaneously they heard a radio report of a mentally disturbed man nearby who was "lunging at people." The description matched the description of the trespasser. Assisting officers spotted the suspect and a chase ensued. After a short struggle, they subdued the man. He had a cut on his hand, which had occurred prior to the chase. The man's bleeding hand, the blood on the apartment door and the damage to the dead holt gave the officers probable cause to arrest him for forcible entry. He was transported to Northern

Community meetings

Public community meetings are held on the second Thursday of every month at 7 p.m. at Northern Station at 1125 Fillmore

Contact numbers

Non-emergency: 553-0123 Tip line: 855-5187



CALIFORNIA SHELL **AUTO SERVICE & REPAIR**

Brakes & Tires Check Engine Lights Computer Diagnostics Factory Scheduled Maintenance 15K, 30K, 45K, 60K & 90K Services Cooling System & Transmission Problems Smog Tests & Repairs for Failure Batteries & Starting Problems Minor Repairs of all Types

FUROPEAN • JAPANESE • AMERICAN

Fast, Friendly & Guaranteed

2501 California at Steiner • (415) 567-6512 Monday through Friday 8 a.m. to 6 p.m.







tore newly opened at 3350 Sacramento, is simple and modern — outside and in



A SHARED DREAM

On Sacramento, two retail pros open their own shop

ACRAMENTO STREET'S collection of ing their store during the four decades of antique shops, interior designers and home accessory stores got a boost - in offerings and experience - when Hudson Grace opened at 3350 Sacramento a few weeks ago.

The new store is the brainchild of Monelle Totah and Gary McNatton, who helped build Williams-Sonoma, Banana Republic, the Gap and Restoration Hardware into international juggernauts.

"But I've always wanted to have my own store," says Totah. "Gary, too."

So instead of working on corporate stores around the globe, they decided to focus on just one: their own. And they wanted their "shared dream" to be on Sacramento Street. They named the store after their dogs, Hudson and Grace.

"I love this neighborhood," says Totah, who lives nearby. "It was really the only street we wanted to be on. And the neighborhood has been so welcoming."

Hudson Grace's offerings, they say, are "items that make a house a home." That includes their own line of white dinnerware, serving pieces, flatware, glassware, hand-dipped candles and "perfect linen napkins" in 21 colors. There is also a library of lavishly illustrated coffee table books on various designers and tastemakers.

"We blend simple design with the beautiful quality of European craftsmanship," says the company manifesto. "We believe that in simplicity there is longevity. In many ways, the pair have been sourcretail experience they bring to the under-

"A lot of it comes from seeing beautiful product when we traveled," says Totah. "It wasn't hard for us to have a meeting of the minds.

They both bring something personal to the store. For McNatton, a perfumer, that is scent. It includes home fragrance from the classic Cire Trudon line and scented candles developed specially for the store in collaboration with artist R. Nichols, Nichols will be in the store for the unveiling of three new fragrances on March 21 from 3

Totals an inveterate traveler brings found objects from Europe — especially vintage hotel silver and serving ware.

"That's a huge passion of mine," she says. "On business trips I love antiquing." The store itself is a study in modern

simplicity. It was designed by architect Michael Bodziner of the Gensler firm, who is McNatton's partner.

"We made sure the store is beautiful," says Totah, "but it shows off the product

She says that despite their corporate backgrounds — or perhaps because of it both she and McNatton like running their

"We both love working with customers," she says, "I think that's important, For that reason we didn't start with a website. I

St. Dominic's Catholic Church

t. Dominic's warmly invites you to celebrate the Lenten & Easter Seasons in our beautiful church

Weekday Masses: 6:30 & 8:00 am & 5:30 pm Morning Prayer: 7:15 am (weekdays); 8:00 am (Saturday)

Adoration of the Blessed Sacrament

Mondays & Wednesdays: 8:30 am & 6:00 pm • First Fridays: 9:00 pm

Sunday Masses

Saturday Evening: 5:30 pm (Vigil), 7:30 am (Quiet), 9:30 am (Family) 11:30 am (Solemn), 1:30 pm (St. Jude Pilgrim Mass in Spanish) 5:30 pm (Contemporary music)

9:00 pm (Taizé music by candlelight)



HOLY WEEK

Palm Sunday, March 24 5:30 pm, March 23 - Saturday Vigil Mass 7:30 am - Quiet Mass; 9:30 am - Family Mass 11:30 am - Solemn Choral Mass

1:30 pm - St. Jude Pilgrim Mass in Spanish

5:30 pm - Contemporary Music 9:00 pm - Taizé Chants by Candlelight

Twilight Retreat

A Time to Prepare for Reconciliation Tuesday, March 20, 7:30 pm - Lady Chapel

Sacrament of Reconciliation

Wednesday, March 27 12:00 noon - 1:00 pm & 7:30 - 9:00 pm

THE SACRED TRIDUUM

Holy Thursday, March 28

7:30 am - Tenebrae - followed by breakfast 7:30 pm - Mass of the Lord's Supper

Good Friday, March 29

7:30 am - Tenebrae - followed by breakfast 12:15 pm - Stations of the Cross 1:00 pm = Seven Last Words 3:00 - 4:00 pm - Reconciliation 7:30 pm - Passion of the Lord

Holy Saturday, March 30

8:00 am - Tenebrae - followed by breakfast 5:30 - 6:00 pm - Reconciliation 8:00 pm - Easter Vigil

Easter Sunday, March 31

7:30 am - Mass with Easter Hymns; 30 am - Family Mass; 11:30 am - Solemn Choral Mass; 1:30 pm - St. Jude Pilgrim Mass in Spanish; 5:30 pm - Contemporary Music 9:00 pm - Taizé Chants by Candlelight No confessions this day

By Michele Mandell PHOTOGRAPHS BY AMANDA HIBBERT

TS UNASSUMING Storefront and the alllowercase spelling of the new b. patis-serie at 2821 California Street, near Divisadero, might convey a self-effacing vibe, but there is nothing small about Belinda Leong's tres chic pastry shop, which opened just before Valentine's Day.

Leong's impressive pedigree includes stints with Michelin-starred heavyweights Manresa and Gary Danko, where she was pastry chef for nearly a decade. She also spent a year in Paris working with the legendary Pierre Herme, dubbed the "Picasso of Pastry" by French Vogue.

Pastry lovers will be in heaven here. The lengthy marble display counter is not only a showstopper, but a technological marvel. Each section of the single-level surface can be set at a different temperature to keep every item at its best. For instance, lemon tarts are in a chilled section, while croissants are displayed in a room-temperature section. The case was custom-built in Paris and is the only one of its kind in the U.S.

The build-out of the new spot took roughly seven months as the entire space that formerly housed Crepe & Coffee was gutted and revamped. The interior is now bright and cheerful. Yellow bentwood chairs surround marble-topped tables with castiron bases, providing seating for 25. The open kitchen features a substantial butcher block prep table and an imposing lineup of floor-to-ceiling refrigeration units.

With Leong and her culinary staff intensely focused and clad in white chef's coats in their spotless surroundings, the place brings to mind a laboratory. And the laboratory analogy is fitting. Any pastry chef will tell you that pastry is a science, requiring mastery of chemistry and math, With most savory cooking, a recipe is merely a guideline. But pastry requires precise measurements, patience and optimal temperatures for ingredients and prep surfaces.

Raised in the Marina, Leong is one of those rare native San Franciscans It's been a lifelong dream to share her pastry passion with her hometown. After returning from Europe, Leong sold her pastries wholesale and at pop-up bake sales while planning her brick-and-mortar space. She built a strong following, as evidenced by the recent surge of visitors to the previously quiet stretch of California Street.

But for all her world-class experience and the enthusiastic reception that has welcomed her, Leong is as humble as those lowercase letters in her logo. Coming out from behind the counter to greet guests and offer samples, she seems gratified by



Lastry Heaven

The new b. patisserie is drawing raves — and crowds



Sweetness surrounds visitors to the new b. patisserie at 2821 California Street, Below left, the kouign amann. Below right, business partners Michel Suas and Belinda Leong.







the response, while at the same time somewhat surprised by all the fanfare.

"The neighbors have really welcomed us," says Leong. "During our soft opening, everyone expressed how excited they were to have us here. And in our first week, many neighbors came in multiple times."

There's one problem — albeit a good one: It's impossible to choose just one item at b. patisserie. Upon entering, you are confronted with an overwhelming array of treats in a variety of shapes, colors and textures. They include both pastries and Viennoiserie — baked goods with a yeasted dough and added ingredients such as eggs, butter, cream and sugar that make them richer and sweeter - that could be loosely defined as a cross between bread and pastry. Examples are croissants (\$3.50) and kouign

Leong's expertly executed kouign amann (pronounced "queen ah-mahn") has developed a cult following, in part due to the near impossibility of finding this rare treat in the Bay Area. The kouign amann, with its provenance in Brittany, France, is very difficult to master - much trickier than a croissant. Leong's version is a must-try.

However, if forced to choose, the item not to miss at b. patisserie is the grande macaron (\$6,50). It is hands-down one of the prettiest pastries ever. A rose creme mousseline (rose-infused buttercream lightened with pastry cream) is sandwiched between two dacquoise layers (baked almond meringue). A round of plump raspberries surrounds the center filling. It's finished with a sprinkle of vanilla bean powder and a gorgeous, edible rose petal.

"It's something you'd find at any Parisian patisserie," says Leong of the grande macaron. "I'll keep the raspberries for as long as possible, and then I'll change it up easonally'

In the afternoon, b. patisserie offers open-faced savory tartines priced at \$10 to \$12, including a salad. The tartines are served on a levain custom made for b. patisserie by Michel Suas, Leong's business nartner Suas widely recognized as an artisan bread expert, founded the San Francisco Baking Institute and Thorough

Look for Leong's take on the traditional flammenkuche (caramelized onions, pickled red onions, fromage blanc, Gruyere and lardons).

But it's not all serious sophistication at b. patisserie. Leong's whimsical side shows in her macarons inspired by Ameri-can sweets (Snickers, Mounds and Oreos) and in a macaron-adorned tree on the wall made with real macarons she promises will







After a decade, the end arrives on March 2 for Solstice restaurant and lounge.

■ FIRST PERSON

When I and Thou Were Young

By Kevin Billm

THIS MONTH IS last call for Solstice Lounge. After a successful 10-year run, the neighborhood favorite at 2801 California and Divisadero will be closing its doors for good on Saturday, March 2. The landlord, who also owns Rasselas and Sheba Piano Lounge on Fillmore Street, proposed to raise the monthly rent by several thousand dollars. Despite being a successful Pacific Heights fixture Solstice would have to sell many more raspberry mojitos and Kobe beef sliders to cover the rent hike. Consequently, Matt Sturm and Leslie Shirah, who also own the Fly Bars on Divisadero and Sutter Streets, have decided to shutter Solstice.

For me personally, Solstice's closing marks the end of an era. I moved to the neighborhood at the same time the restaurant and bar opened. I was in my mid-20s. City life was exciting and new. My friends and I were all young and carefree. Solstice immediately became our social nucleus. We would meet at the bar weekly without worrying about curfews, spouses or babysitters. We would go there on first dates, blind dates or last dates. Most of the time, we were just trying to find dates.

Over a decade, I've witnessed a lot from Solstice's barstools. I have watched Barack Obama win the presidency (twice), the Giants win the World Series (twice), and the 49ers advance to the Super Bowl, I've celebrated New Year's Eve. Halloween. Valentine's Day, birthday parties, engagement parties and going-away parties. I've seen workers become lovers, and then husband and wife, and eventually parents.

Alas, all good parties must come to an end. I'm in my mid-30s now. My friends and I are not the same crazy kids we were a decade ago. We've become adults with grown-up responsibilities. Many left the neighborhood to answer a suburban calling Some have families and mortgages, not to mention thinner hairlines and larger waistlines.

However once the news broke about Solstice's imminent closing, a very interesting thing occurred. Old friends suddenly came out of the woodwork and expressed a desire to revisit the bar for one last round. They wanted to say goodbye to a loved one before they moved away for good.

Upon further reflection, I realize that saying goodbye to Solstice requires less a farewell note than a love letter a celebration of life, if you will. It's a reminder that for a brief period in time we were young and alive, and Solstice was where we came to eat, drink and recreate. It was where we came to toast our triumphs and drown our sorrows, and everything in between. Those good times can never be erased. But the time has come for new business owners to take over the space, and for the next generation of customers to come in and create their own

I want to thank Solstice for all the memories - and the occasional hangovers Although you'll soon be gone, you'll never be



community for its support and patronage. We're proud to be part of the neighborhood!

We love catering your fiestas. Please call Jack at 786-9406

2401 California Street @ Fillmore 415tacobar.com



CAFÉ = RESTAURANT







Delight Your Taste Buds!

Over 250 of the finest spices, herbs, salts, peppers, chiles, sugars, extracts, blends and gift sets at affordable prices.

* Each week check-in for a new featured spice, herb, salt, pepper, chile, sugar or blend!

1821 Steiner Street (at Bush & Sutter Streets) San Francisco, CA 94115

415.885.3038 info@spiceace.com www.spiceace.com

HANDSOME NEW BOOK — melodiously titled ADream Begum So Long Ago — chronicles the life of photographer David Johnson from his childhood shuffling through the care of various adults in segregated Jacksonville, Florida, through his on-and-off relationship with the art of photography. Now it's firmly on again as the 86-year-old relishes his recognition as one of the foremost historical chroniclers of black life in San Francisco and the Fillmore community in particular.

In the book, told in the first person and written with is wife Jacqueline Annette Sue, Johnson reminisces about his early days under the trutelage of Ansel Adams—and the day in 1946 he climbed up on a scaffold to take what would become an iconic photograph of the neighborhood called Looking South on Fillmore. Excerpts from the book follow.

I work in the darkroom alongside Ansel Adams as he produces every large black and white landscape murals. At I watch him working, we have a conversation about print quality as he applies some developer to a print. I say langhingly. Thought you were a parist, "meaning showing the photograph just as it was taken. Ansel chukkes and says, "Yes, but I am not an absolute parist."

I know nothing about nature and I am not interested in still life. So my menters tell me to take photographs of the things and poolel see that interest me. One day, I take my camera, light meter and tripod and dimh a building scaffold. Setting up my equipment about four stories up, perching precariously on an unstable landing, I take ap photograph that will, 50 years later, become an historical San Francisco street seen. Set in black and white, looking deoun Pest and Fillmore Streets, the photograph sets in time the Number 22 Fillmore streetcar, vintage automobiles, people crossing the street and the future Fillmore auditorium.

Johnson recalls renting an apartment for \$75 a month in the early '50s at 1818 Divisadero Street that included a small storefront space, allowing him to realize his dream of opening his own business: Johnson Photography Studio.



Some Dreams Come True

Photographer David Johnson made his mark on Fillmore

However, no way can I support a family taking pictures. I bave to keep my day job at the post office. To keep up my photography interests, I establish a business exchange contract with the Sun Reporter newspaper.

The Sun Reporter assignments give me access to photograph important San Francisco community leaders like Congressman Philip Burton, future supervisor Terry Francois and Reverend Hamilton T. Boswell.

This is how I begin to photograph many of the men and

women who are to become notable figures in the American historical milieu. I continue to take pictures of life in the Fillmore. The jazz scene with the visiting musicians at the Primalon Ballroom, the Booker T. Washington Hotel, the Texas Playbouse, the New Orleans Youing Club and the Flamingo Club are my fovorite places to apture the nightlife of the city. I take my twin-lens reflex film camera and photograph the musicians and singers as they perform. In the '40s and '50s, the Fillmore District was the hot spot in San Francisco where entertainers came to 'jam.'

I work at the post office during the years when the unions are becoming strong enough to represent employees in collective bargaining. In the 1950s and 60st, minorities and women are excluded from many jobs in the post office workfore. In order to seek out equal opportunity not only for myself but also my friends and atbers, I join a union and an elected president of the lead chapter of the National Alliance of Postal Employees. Working a full-time job and negotiating employee grievances leaves me little or no time to take photographs, so I make the decision to closs the Johnson Photography Studio and move my family out of the storefront and back to the Royview district.

By 1999 Johnson was back in Florida, living in Miami and working with the state's foster care agency He was on hiatus from photography when he and a friend hatched a plan to visit Cuba with the aim of "jumpstarting his return to the art of photography."

Arriving in Hawama and getting settled is fairly simple. Miami friends from Cuba recommended that we stay in a nice little hotel located in the central part of the city. The rate for the hotel is very reasonable \$100 per night for a room with twin hotel. I bring my Nikon amera to Cuba with me. This trip is a rejuvenation of my photographic years in the San Francisc Fillmer District.

Sunday morning is a bright, beautiful Cuban day. I wake up early, and without my friend Arthur, walk to the Plaza de la Revolucion. I take a self tour of the neighborhood People are out sitting on the sidewalks. Much of the city to me appears to be a relic of its past bistory. I take photographs

of crumbling buildings and old electric wires drooping from their poles onto the streets. I spp a couple and photograph them, and then I take a picture of boys playing in an old fountain in a nearby square.

During the mid-day, as is the Cuban tradition, I return to the hotel and take a nap. In the evening, Arthur and I have dinner and visit a nightclub in a house. I photograph the musicians and other guests, just like I did in the Jazz Age of the Fillmore.

In the years just after 2000, events converged to prompt Johnson to move from Miami and return to San Francisce. his longing to spend time with his growing children, who lived here, a diagnosis of prostate cancer—and especially the local public television station KQED's decision to do a series about the Fillmore District.

The KQED TV special on the Fillmore uses 17 of my photographs and begins the renaissance of my photographic exhibit career. (A couple of years later, producer Liz Pepin and Lew Watts will co-write a book, Harlem of the West, that will feature many of my jazz photographs.)

My return to San Francisco coincides with the revitalization of the Fillmore District. Authors begin to write about the Jazz. Era, the landmarks that were once jamiliar and the photographs of the 1940s and 1950s. The picture I took as a student of Annel Adams are now considered 'art.' Galleries, museums and print media are now interested in my work.

One day when we are walking down the renovated Fillmore Street, we pass the Gene Suttle Plaza and discover my name engraved in the sidewalk. DAVID JOHNSON

Photographer and Photo Journalist
Studied under Ansel Adams
A dream begun so long ago is coming true, and I am

beginning to be recognized for my work.

A Dream Begun So Long Ago is available from Marcus
Books at 1712 Fillmore. David Johnson will be signing

copies of his book on Saturday, March 2, at 6:30 p.m.

David
Johnson's
"Looking
South on
Fillmore"
shows the
intersection of
Fillmore
and Post
Streets in
1946.

Rouen cathedral had Monet,

Mont St. Michel and Chartres had Henry Adams, San Marco had Canalletto. In each case, these great religious structures inspired an artist uniquely attuned to intermeting their aesthetic verities.

St. Dominic's Church in recent years has been celebrated by an artist whose personal vision and painterly skill have captured various truths about the church in painting after painting. David Carr, an honored and distinguished English painter, spent a portion of every year painting in the city from his marriage in 1992 to a San Franciscan to his death in London in 2009.

Whether painting St. Dominic's in San Francisco, Sir Christopher Wren's churches in London or the Italian countryside, Carr's paintings display a supreme mastery and a virtuosity that is always understated and never slick — a virtuosity that enables him to render the most subtle mutations of light and sky with a spontaneous brush. A casual viewer might overlook Carr's work in this day of overblown creative efforts. His paintings are small and intimate. But if one pauses to examine — what reward to the discriminating eye.

- WILLIAM W. WHITNEY



DAVID CARR, St. Dominic's, 30 x 20 inches, oil on canvas



DAVID CARR, Marin Headlands, 32 x 16 inches, oil on canvas

DAVID CARR MEMORIAL EXHIBITION

MARCH 2013

Reception: Saturday afternoon, March 9, from 5 to 7 p.m.

THOMAS REYNOLDS GALLERY

2291 Pine Street at Fillmore • San Francisco, CA 94115 • 415/441-4093 • HOURS:Thursday-Friday-Saturday afternoons, Noon to 6 PM, or BY APPT

8 NEW FILLMORE March 2013 NEW FILLMORE 9

OUR MAN IN HOLLYWOOD

A local author's new book chronicles his twin lives

By Robert Kerwin

OR MORE than 20 years. I led two lives: one here in the neighborhood, the other in the land of make-

I had two personalities - my "real" one, and the fake one I lugged along in my endless dealings with the stars.

I had two "looks" also: what I looked like while restoring my old Victorian house on Pine Street jeans and work shirt - and

the dressed-for-success look I put on for the show business trade: Italian jacket and tie, Italian loafers, Italian

I commuted. Every week I boarded a flight to Burbank or LAX, and over the years I profiled every celebrity who was peaking in Q-ratings, starring in a top-rated TV show, or flogging a soon-tobe-released major motion

Inevitably the question arises: "How did you get started?" By a fluke.

One day I was taking a break from restoration work and watching a public television show called "Book Beat." The

host was Robert Cromie, who had been a former editor at the Chicago Tribune. Cromie's guest was a best-selling author who had just returned from Greece, and as Cromie flipped pages of the author's book, quoting passages, it drove me mad.

Maybe Cromie can help me, I thought He's from the Midwest: I'm from the Midwest I'll send him some of my rejected short stories and he'll get them to the right people.

From a file cabinet in the basement I pulled three multi-rejected stories and sent them to Cromie in care

Two weeks later a letter came from the Chicago Tribune Magazine noting that it didn't publish fiction, but would like me to do some factual pieces. "There must be a million good subjects out there on the coast," an editor wrote. "Please list a few you'd like

to write about, and we'll

take it from there. It's like fiction, in a way. You 'spin a yarn' but at the base of it, it's true, it's something that's really

I wasn't sure I wanted to do fact rather than fiction, but I got a clipboard anyway



Robert Kerwin: restoring a Pine Street Victorian, interviewing Hollywood celebrities

and jotted down some possibilities. One was Willie Mays. My rationale was this: Mays is here on the coast: I'm here on the coast; Candlestick Park is just across

I told the Chicago Tribune I'd capture the real Mays. I'd find out what he's really like so readers could identify with him in close personal way is how I phrased it. Soon I'm at Candlestick, standing in

the Giants' clubhouse, waiting for Willie. Met Mays, wrote it up.

A week later, the Tribune Magazine (two million readers at the time) published my piece, gave it a double-page spread illustrated with a color photo of Mays blasting one out of the park. A note was clipped on the copy that

came in the mail: You caught him. We like the irreverence, we like how you go in eager and naive, then back off and slug away.

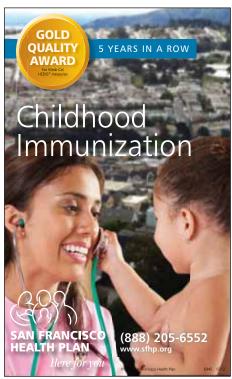
Next: Go find that old wrangler Gene Autry, follow him around, get him talking. A day later I'm flying over the red-tiled roofs and chartreuse pools of Beverly Hills.

At Autry's Continental hotel they'd served me a high-up corner room. On the dresser sat a fruit basket wrapped in gold cellophane.

> A handwritten note was attached: Welcome to Hollywood, Bob. Best, Gene Autry

I spent the day with Autry, flew home and wrote a story. The Tribune published it right away and assigned me to interview Dean Martin, whose weekly TV show was at the top of the charts. I flew to Burbank, talked with Martin, flew home, wrote a story. The Tribune liked it and gave it a two-page spread headlined "Our Man in Hollywood," and I was on my way.

That's how my double life began. The rest, as they say, is in the book.





By KAREN HORTON

THE IMPOSING residence at 2901 Broadway is one of the most commanding structures in Pacific Heights. Rising dramatically above the intersection at Broadway and Baker and standing watch over the Gold Coast's three key blocks from Divisadero to the Presidio, it seems to belong to another time and place. The views from the inside out are remarkable, too: The cantilevered engineering design that made construction possible also accords the Renaissance Italian-influenced house a spectacular, unbroken pan-

In December the home — with its four levels plus attic and garage, 7 bedrooms, 7.5 baths, music room, library and service quarters - sold for \$28.3 million, making it the third highest selling residence in San Francisco history.

But its views and size are only part of the story. Before it sold, the property spent six years as a real estate listing. The home went on the market in 2006, priced at a gasp-inspiring \$58 million. When it was University High School's Decorator Showcase house in 2007, the long curious could finally explore it. The years went by and the asking price changed. Rumors abounded as to whether it was off the market or back on again. There was vandalism and ominous whispering the home was getting decrepit.

The public hoopla surrounding December's sale overrode what may be the better story: how this mass of steel and concrete got built in the first place. The house has changed hands so few times since being built in 1927 that much of the fascinating history of those who shaped it has been shielded from general knowledge.

The site was but a barren lot in 1912 when a one-time Iowa tomboy and the first American woman to get a degree in geology, Lou Henry Hoover, bought the rocky, uneven lot from Kate Duer Stoney of San Francisco. The transaction took place some dozen years after she had married a fellow Stanford geology student, Herbert Hoover, the same man who would become the 31st President of the United States in 1929.

By then the Hoovers had been to China.

arriving in 1899 in the midst of the Boxer Rebellion. Herbert Hoover had been hired as the chief engineer for a mining company in China, and the assignment turned into a tumultuous time for the couple, who were trapped during the battle in Tianjin. Lou Hoover became known for her care of the

> Michael W. Perry & Company

1837 Divisadero • 415-563-8853

pistol. One anecdote had her calmly playafter the 1906 earthquake, rather than deal ing solitaire during the rebellion. with rubble and rebuilding.

The lot at 2901 Broadway remained vacant, its steep and rocky hillside of compressed shale a lonely expanse. Meanwhile, stunning new mansions were beginning to grace the relatively undeveloped neighbor-

The Hoovers became occupied with designing a family residence in Palo Alto now known as the Lou Henry and Herbert Hoover House, and the official home of Stanford's president. In 1925, they sold the

Milton S. Ray, a mechanical engineer who devised a piston pump that changed steamship engine design and ultimately revolutionized the shipping industry worldwide. He recognized, as the Hoovers had, that his Pacific Heights real estate acquisition

posed a significant construction challenge.



A Landmark Changes Hands

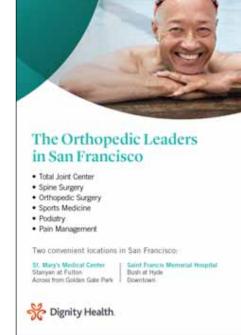
Record \$28.3 million price may be less remarkable than its colorful history





Vintage Interiors 2176 Sutter Street • 415.775.8366 Open Mon-Sat 11am-6pm • Sun 1-5pm • timelesstreasuressf.com





The Hoovers, Bird Eggs and a Piston Pump

► FROM PAGE 11

Enter another compatriot, drawbridge expert Joseph B. Strauss, who would eventually become chief engineer of the Golden Gate Bridge, still a dozen years from completion. New owner Ray consulted with Hoover and Strauss to develop a plan for construction on the site.

Architect Henry Clay Smith, who had carved a notable niche in public building design — enhanced by winning the gold medal for public school architecture at the 1915 Panama Pacific International Exhibition - was tapped to tackle the difficult project. Smith devised an ingenious design, building the house on what was described as "a cantilever grade beam grounded in two rocky outcroppings." This thrust the four-story, 10,000-square foot building atop the 16,570-square foot lot to a height commensurate with a battleship. A tennis court was tucked into an area loosely described as a canyon. Smith's reputation as a "hilltop architect" was firmly established.

The Ray family occupied the house until 1946. Four daughters were raised there in an eclectic environment, the tone set by a father who found more to life than piston pumps and steamships. Ray was also a renowned oologist, or student of bird eggs, and liked to camp out on the Farallons for research. He made numerous discoveries, one of them being the first specimens of gray-crowned mountain finch eggs in 1910. The outdoors inspired books of poetry, all



The family of "San Francisco's shyest millionaire" kept two cars in the home's garage.

dedicated to his daughters, who in turn the home and expressed interest in buying were interested in the arts, prompting the installation of two theaters in the house.

Enter Mitchel L. Mitchell, a Fresnoborn farm boy, who passed the state exam to be a registered pharmacist before he got out of high school. Mitchell in 1927 moved to San Francisco, where he eventually opened a chain of drugstores. One is had the good sense to admire during the Union Square.

The Mitchells would become only the

"Then I went into real estate," Mitchell told an interviewer in his later years. "From there, everything happened." He would go on to amass a portfolio of ranches and land he subdivided. Eventually he built the Mitchell Shopping Center, which revitalized a dilapidated section of Healdsburg.

Mitchell had had his eve on 2901 Broadway for some time, his curiosity whetted during construction of the unique design. lowing the death of her mother Emma In the 1940s, he visited the Rays, toured

daughter Gladyne remained in the house for the next 20 years until the decision was made to put it on the market.

Realtor Dona Crowder, senior marketing broker with TRI Coldwell Banker, began a long relationship with 2901 Broadway in 2005 when interviews were first conducted for handling the listing. The field was narrowed and the following year, Crowder was selected. Appraiser evaluations and multiple presale inspections followed.

"An extensive marketing plan was created," Crowder explained. "Since the property had never been on the open market. and the previous two families had not entertained large groups, the house had a certain mystery to it."

The home was in remarkably fine condition. The steel and the concrete had remained steadfast, and even the stucco walls were without cracks. Prospective buyers found the interior of the home to be unexpectedly comfortable and livable, and not comprised of vast rooms as the massive

exterior suggests.

Several offers were received and countered over the years, with no resolution until last fall. Crowder would not divulge the new owners' identity, but described them as an area family that clearly respects what had been created by those before them. The Chronicle identified the new owner as San Francisco developer Jay Paul.

While it was an epic project for Crowder, who engineered the sale along with agent Peggy Economos at Pacific Union, it was an especially emotional journey for Gladyne Mitchell, who had grown up in the remarkable space and then spent decades there as an adult. As Crowder stressed, "The sale of the home was not easy for her. She wanted to pay tribute to her father -

Just one tree make it a lemon Grow lemons. That's the idea

behind Just One Tree, a new program that aims to make San Francisco entirely self-sufficient in lemon production.
"People just love lemons," says

■ URBAN FOREST

Isahel Wade a longtime activist for the city's parks and street trees who founded the Just One Tree project.

Partnering with neighborhood associations and other groups, the project leaders are now in the process of gathering information about lemon trees already thriving in the city, estimated at 3,000 to 4,000 trees. Self-sufficiency will come when the city has about

Wade says that achieving sustainability in a tree crop in San Francisco — the second-most dense city in the U.S. — will provide a global model demonstrating that more food can be grown in cities.

Locals can join the crusade by registering existing lemon trees, planting new trees and enlisting friends and neighbors in the campaign. Visit justonetree.org

Get a street tree

The Fillmore and Japantown will soon be greener. Friends of the Urban Forest has planned a neighborhood tree planting on Saturday, April 6. Anyone interest in receiving a tree during the planting must sign up by March 6. The cost is \$135 per tree.

"Tree planting brings neighbors together," says Doug Lybeck, who is coordinating the spring planting. Contact him at 268-0773 or douglybeck@fuf.net to participate.





(left) and Magnolia denudata (above).

Magnolias at the Peak of the Spring Bloom

cisco's Botanical Garden in Golden Gate Park can see the spectacle of 100 rare and historic magnolias erupt in for and began volunteering in the garden's a fragrant riot of vibrant pink and white flowers, with some trees reaching 80 feet. Free Magnolia Walk maps, docent-led tours, special signage and Lunar New Year celebrations are available during the

"The magnolia bloom represents the arrival of spring," says Fillmore resident Larry Dahm, who has volunteered at the botanical garden for the last five years. "The size and boldness of the flowers speak to me. There is such a good variety of Asian species, and it's very exotic and thrilling to see them thriving in a California setting."

Dahm, who has transformed his small

THIS MONTH visitors to San Fran- back deck in the neighborhood into a potted succulent garden, wanted to get his hands into more dirt than he had room greenhouse several times a month, as well as helping out at monthly plant sales.

"I love everything in the garden." says. "It's a peaceful place in the middle of a busy city. Just stepping through the gate is restorative and gives you the feeling of having escaped the rigors of life."

The San Francisco Botanical Garden is home to the most significant magnolia collection for conservation purposes outside China, where the majority of species originated. Its current collection includes 51 species and 33 cultivars, including many prized examples from Asia

This unique collection began in 1939 with Eric Walther, who planted the very first magnolia in the garden and continue to introduce species and cultivars throughout his tenure as the garden's first director.

One of the most famous species he planted was the cup and saucer magnolia, Magnolia campbellii. It was the first of its kind to bloom in the United States in 1940, attracting huge crowds of visitors who stood in long lines to see the magnificent large pink blossoms that still flourish there today.

The garden, with entrances on 9th Avenue at Lincoln Way and on Martin Luther King Drive off the Music Concourse, is open every day, and offers free entry to San Francisco residents. For more information. visit sfbotanicalgarden.org.



agnificent View



it. No go, until he received a call from Mrs.

Ray following the death of her husband in

1946 Ray had left a note in his safe denosit

box with instructions to offer the house to

Mitchell before it went on the open market.

They settled on a selling price of \$93,000,

contingent on a new home being found for

Ray's vast egg collection, which Mitchell

second family to occupy the Broadway

mansion. For the next half-century, the

Mitchells and their three sons and a daugh-

ter kept a low profile, an example set by the

clan's patriarch, whose quiet demeanor and

lack of flamboyance earned him the moni-

ker in the press as "San Francisco's shyest

millionaire," one article even comparing

in 1986 and her father the following year,

him in looks to Edward R. Morrow, Fol-





de a Tiffany-style

Pacific Heights

Charming 2BD/2BA

oughout. 2 car pkg.



pacious Three-Level Ireplace. Landscape

Pacific Heights

lated bath and an dance of storage. ne kitchen is perfect fo

mazing 1BD/1.5BA



Elegant View Coop. 4BD/4BA coop offer 7 floor building the r plan is perfect for

The City's Best

Hill & Co. is a proud member of the Who's Who In Luxury Real Estate international network.

HILL & CO.



TAKE MUNI TO THE STORE.



WE'LL TAKE YOU HOME.

Urban grocery shopping couldn't be easier.

Instead of wrestling an armload of bags across the city, just take a pleasant ride back to your front door. A Molliebus waits in the Castro and at the Grand Central parking lot, ready to whisk you home.

Granted, you may have to take a seat and wait a few minutes for a ride. We're sorry to have to admit that other people might be using it at the moment.

But we also have to point out that if you want something like it from another store, you might have to wait years.

MOLLIE STONE'S



Princeton

Princeton is a wee little gentleman with charm the size of a Great Dane! This 5-year-old Chihuahua-mix is big on lap-time with a person who can appreciate his sweet demeanor. Princeton could be a companion to a small mellow dog like himself or perhaps a feline. If you're ready for a graduate course in snuggles and playtime, apply for Princeton and fall in love! To see more pictures visit: petsunlimited.org/draco-2/



2343 Fillmore Street Unlimited Adoption Center: (415) 568-3058 Visit us at: www.petsunlimited.org

NEIGHBORHOOD HOME SALES

Single Family Homes	BR	ВА	PK	Sq ft	Davs	Date	Askina	Sale
2912 Sacramento St	4	3	4		106	1/30/2013	2,200,000	2,165,000
2672 Sacramento St	5	3.5	2		42	2/5/2013	5,250,000	4,999,999
Condos/Co-ops/TICs/Lofts								
2162 Pine St #202	0	1	0		21	1/24/2013	240,000	250,000
1851 Lombard St	1	1	1		57	2/6/2013	649,000	649,000
3132 Washington St	2	1	1		57	2/8/2013	659,000	659,000
3065 Clay St #104	1	1	1		20	2/7/2013	699,000	745,000
3126 Scott St #2	2	2	1	1367	198	1/24/2013	799,000	750,000
2200 Pacific Ave #5B	1	1.5	1			1/29/2013	778,000	778,000
1856 Franklin St #2	3	2	1			2/13/2013	799,000	800,000
2040 Franklin St #1204	1	1	1	898	49	1/18/2013	835,000	822,500
1853 Lombard St	2	1	2		57	2/6/2013	899,000	849,000
1385 Baker St	4	1	1	1618	32	1/18/2013	795,000	860,000
2200 Pacific Ave #11E	1	1	1			2/15/2013	899,000	885,000
1970 Scott St #2	2	2	1	1386	0	1/20/2013	975,000	965,000
2541 California St #4	3	2	1		131	2/15/2013	965,000	965,000
2541 California St #1	3	2	1		105	1/31/2013	995,000	980,000
1900 Lyon St	2	2	1	1558	67	2/13/2013	1,195,000	1,085,000
3410 California St #3	2	2.5	1	1225	0	1/22/2013	1,285,000	1,285,000
2200 Pacific Ave #6A	2	2	1		84	2/14/2013	1,375,000	1,300,000
2265 Broadway #1	3	2	1	1514	5	2/6/2013	1,450,000	1,340,000
2845 Baker St	4	2	1	1767	95	1/22/2013	1,550,000	1,501,000
2160 Steiner St	3	2	1	1855	73	1/17/2013	1,695,000	1,680,000
2742 Filbert St	2	2.5	1		2	2/15/2013	2,100,000	2,200,000



Great for sellers, not for buyers

The spring surge in the is providing a favorable opportunity for sellers and increased difficulty for buyers. The number of homes on the market hasn't caught up with demand, and buyers are in fierce competition to find the right home. take advantage of low interest rates and avoid skyrocketing rent. It's the best opportunity for sellers since the bottom fell out of the market in 2008. The difficulty is exacerbated by a growing number of sellers wanting to trade up but with nowhere to go.

NEW LISTINGS: A remodeled 130 LOCUST is back

an equally significant price increase. It last sold in December 2010 for \$3.3 million and is now listed just under \$8 million. This includes bragging rights to the work of architect David Armour and interior designer Heather Hillard and the opportunity to live in their creation. Additionally, 2512 BROADWAY is being presented for a two week period in hopes of finding a ready buyer — which is entirely possible in the market. Designed by architect John Field and built in 1966, it is offered for \$4.4

renovation designed by Roland Courtenay Bishop that meets and perhaps exceeds today's expectations of elegant luxury. The interior provides a magnificent vantage point for bridge-to-bridge views and an exquisite perch over the building's formal gardens. It's offered for \$7.5 million.

- Data and commentary provided by MARIA MARCHETTI at Sotheby's International Realty. Contact her at maria@mariamarchetti.com or call 415/699-8008.



Specialists in Residential

Urban Landscaping

Janet Moser Landscaping specializes in the creation of custom residential landscapes that address the unique challenges posed by San Francisco's climate, terrain and architectural constraints.



415-821-3760 · 1031 Valencia St., San Francisco · jmoyerlandscaping.com Landscape Contractor License 853939 - Pest Control License 36389

► FROM PAGE ONE

Tan and Ota have a history. He was her landlord from 1978 to 1988, when she says he tripled the rent, forcing her to relocate her boutique a block south on Fillmore between California and Pine.

In her appeal, Ota has invoked a provision in the city's planning code that limits chain stores, or "formula retail" stores, in some neighborhoods — including Upper Fillmore — unless they obtain special permits to operate. Formula retail is defined as a business operating 11 or more substantially similar stores in the United States.

In a letter to the planning commission and board of appeals, Ota tallied 13 Oska stores within the U.S. listed on the company's websites and in its catalogs.

The contest may turn out to be a matter of timing. The Board of Appeals will determine whether the permits needed to build out Oska were approved before the retailer had 11 stores up and running in the U.S.

"It is my understanding that at the time of the first building permit (October 31, 2012), Oska was operating fewer than 11 stores in the U.S.," says zoning administrator Scott Sanchez. "If Oska was operating fewer than 11 stores in the U.S. on October 31, 2012, then they are not subject to the Formula Retail Use controls,"

The controls were expanded by the voters in 2008 to the Upper Fillmore Neighborhood Commercial District - which extends from Jackson to Bush - and to other districts in an attempt to limit chain stores in San Francisco's neighborhoods.

"San Francisco needs to protect its vibrant small business sector and create a supportive environment for new small business innovations," reads a preamble to the code provision. The ordinance also notes that "the standardized architecture, color schemes, decor and signage of many formula retail businesses can detract from the distinctive character" of a neighbor-

Locally, Polo Ralph Lauren was the first large retailer to confront the chain store ordinance when it set its sights on coming to the street in 2008, soon after the ordinance was extended to Fillmore Street, After initially being rejected, Polo was granted permission to occupy 2040 Fillmore after the company president committed in writing that his company would become engaged in neighborhood activities and support local causes, including adopting a local school to help students learn about fashion, actively participating in the merchant association and maintaining a community board informing the neighborhood of local events. The promises have largely been ignored.

"In the Fillmore, we need to clamp down on formula stores and say 'No more,'" Ota says. "I'm afraid small businesses will be



The German retailer Oska's plan to open a store at 2130 Fillmore is being challenged.

We Need to Clamp Down on Chain Stores and Say No More'

stores, when you really scratch your head and think about it, there are very few left."

is two-fold: to change the definition of a formula store to six domestic and 12. foreign-based stores and petition for commercial rent control in the neighborhood. "I want rent control because without it, we'll lose our essential services on the street," she

David Fishbein, an agent with Innovative Retail Partners, has been responsible for bringing many new corporate businesses to the street - including Peruvian Connection. Le Labo, Roberta Freymann, Curves, Alice & Olivia, Joie, Aesop and Nars, the cosmetics company opening soon at 2050 Fillmore, the longtime home of Mrs. Dewson's Hats.

Fishbein maintains he's doing the neighborhood a favor

"I'm most interested in getting the right mix on the street. I go out to people who are good fits for Fillmore," he says. "I think that if anything the street having more and more specialty designers continues to add to the appeal here."

Ironically, the ordinance limiting formula retail stores may actually have caused a rush of new corporate owners to the street, especially established labels launching their own stores or introducing international lines into the United States.

Fishbein acknowledges that retailers make the formula retail ban part of their

forced out. Despite the neighborhood's reputation as catering to small independent aware of it, especially the large brands," he says. "If they see themselves as street retail-focused, they aim at securing a store Ota says her longer-term plan of attack on Fillmore first, before they get too many

> A number of the new retailers on Fillmore Street who came to the neighborhood before they had 11 stores have since grown considerably, their websites suggest.

> Joie, newly opened at 2116 Fillmore, says it has "a long roster of store openings slated for 2013" and promises "Joie's unparalleled growth will only strengthen as it increases the brand's global reach."

> ■ Steven Alan opened its 11th shop at 1919 Fillmore in May 2012: it now houses 14 stores in the U.S., along with two annex stores in New York.

■ James Perse opened at 2028 Fillmore in October 2010; it now has 21 boutiques. ■ Athleta opened its second retail store at 2226 Fillmore in January 2011; its website now touts 35 stores nationwide with seven more "coming soon."

Many of the new brands coming to Fillmore were formerly sold in department stores or independent boutiques. Now they are taking their merchandise directly to consumers - cashing in on the cachet of the street and customer base the small independents have built up over time.

For example, Ota has offered the Oska line at Mio for the last seven years, and says she has been one of its top independent retailers in the U.S. She previously carried clothing by Eileen Fisher and jewelry

opened their own stores on Fillmore jus blocks away from her shop.

"From personal care and ownership to the corporate way of doing business, a certain panache is lost," says Beverly Weinkauf, longtime owner of Toujours, the lingerie shop just off Fillmore at 2484 Sacramento. "If you want the money, the bling, the street's name, you have to contribute. You have to show up at merchant meetings, have to show you're engaged, have to participate in the street strolls - because you care about the community, whether a corporation allows or doesn't allow it."

She adds: "The complexion of Fillmore is changing. Mio is alerting people they

"What's happening with Oska is just part of a bigger picture," says Laura Horon Porter, business manager of the three HeidiSays stores, all on Fillmore Street. "The bigger retailers are finding ways to skirt the law. They're able to get in on the street by calling the store by a different

She points to Evolution Fresh, recently opened at 2201 Fillmore and offering coldpressed juices, which is owned by Star-

"We should learn from the example of Union Street, which became a mass of chain stores, and not let that happen here," she says. "But it's really about greed. If the landlords were more reasonable about what they're asking for rent, we wouldn't have this problem.

Horton Porter noted that HeidiSays stopped carrying Alice & Olivier merchandise when it opened its own shop last year on the corner of Fillmore and Clay Heidi-Says also stocked Joie before it arrived the

"You build up the brand for them, and then they bite you in the butt," she says.

But Vasilios Kiniris owner of the furniture and design store Zinc Details at 1905 Fillmore, says he's firmly on the fence about chain stores in the neighborhood.

"The glass is still at least half-full on Fillmore Street. The quality is still here," he says. "And I'm happy that the businesses coming here are high-end boutique

Kiniris, whose business has been based on Fillmore for 22 years, says he experienced the sting of the chains firsthand when Jonathan Adler moved to the street after Zinc had established its line here.

"But when something moves off your plate, it makes room for something else and sometimes that's an impetus to force you not to rest on your laurels," he says, "As businesses, we all swim in the ocean. But we're the independents, the small ships that can maneuver quicker than the big

The Friendship Line

A MULTI-LINGUAL TELEPHONE LINE FOR ADULTS 55 & OVER

Institute on Aging's Friendship Line reaches out to older adults, offering a wealth of emotional and well-being resources. In the comfort and privacy of their home, callers receive emotional support, reassurance, counseling, crisis intervention, abuse prevention help, medication reminders, well-being checks, and information and referral for additional care.

415.752.3778

Volunteer Opportunitites: 415.750.4111x124

The Multi-linnual Friendshin Line is not an emergency pho-City and County of San Francisco, partially funded through

Institute on Aging



REVAMP ACHARITY

Fig.1.

An Interior Design Student Competition



3 INCREDIBLE JUDGES

KEN FULK, JENNIFER MORLA & JAY JEFFERS

THURSDAY
MARCH 7
6-8PM

JOIN US FOR A FUN EVENING

featuring a wine reception

& silent auction benefiting



SF Animal Care & Control

PARKING AVAILABLE 1454 BUSH

FABULOUS DOG & CAT
SHAPED COOKIES
DONATED BY LOTTA'S,
AWARD WINNING WINES
AND MORE

Latta's Bakery

THANKS TO THESE
SPONSORS FOR THEIR
PARTICIPATION



\$10 ADMISSION 100% OF PROCEEDS GO TO SF ACC

HOSTED BY LEFTOVERS CONSIGNMENT 1350 VAN NESS @ BUSH

WELOVELEFTOVERS.COM