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■ PARKS

A Master Plan for Alta Plaza

Plans to jazz up the hilltop park scaled back

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■ MUSIC

Bach Choir's Translations

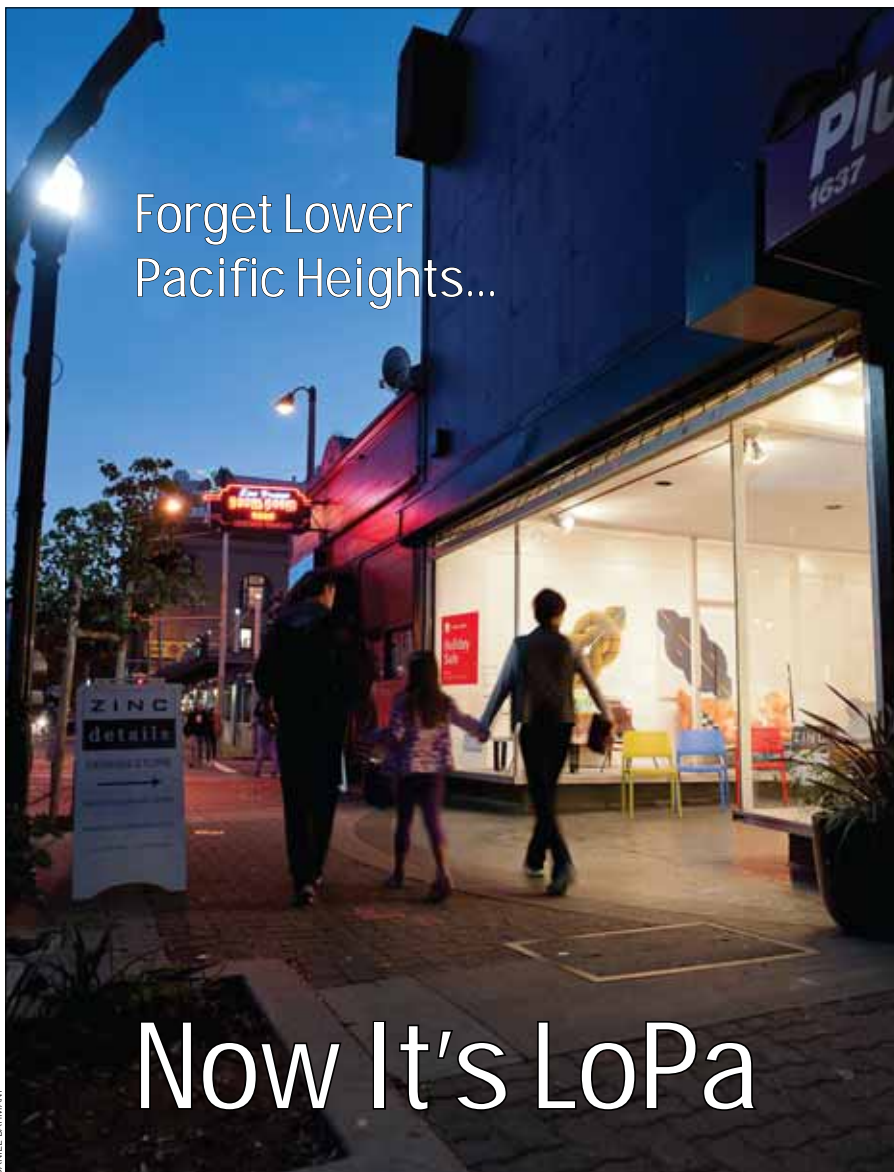
Candlelight concert includes ancient texts

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THE NEW FILLMORE

SAN FRANCISCO ■ DECEMBER 2014



Forget Lower
Pacific Heights...

Now It's LoPa

DANIEL BAHAMANI

WHEN VASILIOS KINIRIS opened a huge new home for Zinc Details, his upscale design and furniture emporium, last month at 1633 Fillmore in the former dollar store, he called it an "expansion" and a "remaking."

Others called it brave. Or foolhardy.

But Kiniris, with 24 years of design and retail experience — most of it in the neighborhood — sees the move as a way to change with the times: to meet the needs of a changing demographic, to take his business in new directions and to build a sense of community among other

independent business owners who call the area home.

"We're stretching the goodness of Fillmore down the street," he says.

It's a tough stretch. Imbibing dudes hang out on the Geary bridge, chic by jowl with the line forming nearby for the best new restaurant in America, as the James Beard Foundation last year dubbed State Bird Provisions.

What was once the Western Addition is now Lower Pacific Heights, according to the real estate listings. But Kiniris has another idea. "We're calling it LoPa," he says.

RETAIL REPORT | PAGE 5

New Condos May Fetch a Record Price

Dental school project could top \$10 million

By CHRIS BARNETT

WHEN THE developers and designers of The Pacific were hunting for inspiration and ideas for San Francisco's plush and priciest condominium complex, they looked east and heavenward.

The team transforming the former University of the Pacific dental school at 2121 Webster flew to New York and swarmed over 96-story 432 Park Avenue, Manhattan's tallest residential building, where full-floor penthouses a quarter-mile in the sky are selling for up to \$95 million.

A squadron of local executives and architects also looked into the 82-story Four Seasons Hotel and Residences under construction in New York's eternally hip TriBeCa neighborhood, where the asking price for a modest 1,500-square-foot two-bedroom condo on the 60th floor is \$5 million. And they checked into boutique hotels including the five-star Bulgari in London and Milan to see firsthand how moneyed and discriminating guests are pampered.



The Pacific at Webster and Sacramento.

But they didn't stop there. Trumark Urban, The Pacific's builder-developer in the estimated \$158 million venture, and financial partner Hillmark, chaired by Dallas property magnate Ross Perot Jr., pored over a list of San Francisco's most successful residential real estate brokers and invited 50 of the top producers to join a board of advisors.

At an invitation-only cocktail party at Spruce restaurant on Sacramento Street and in a follow-up detailed questionnaire, Trumark Urban mined a mother lode of informational nuggets and advice on what the city's wealthy and worldly would like to see — and might buy — in an opulent Pacific Heights condominium building.

Trumark Urban's curating, wooing and polling is a first for a developer, according to several brokers on the advisory board.

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UPFRONT



'Tis the season

This year the neighborhood holiday tree lot is located at the San Francisco Public Montessori School at Jackson and Webster Streets — and many of the customers are walk-ins, looking for apartment-size trees. Home delivery is offered for larger trees. The lot, operated by Montessori parents, is open on weekends from noon to 6 p.m. through December 13.




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Connecting the neighborhood

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Dec. 11: **Christmas Concert**
8 pm: Chancel Choir & Orchestra with Carols

Dec. 14: **Jazz Service**
6 pm: A Charlie Brown Christmas

Dec. 21: **Longest Night Service**
4 pm: Community, Compassion & Candlelight

Dec. 24: **Christmas Eve**
Uplifting Words, Music & Candlelight
5 pm: Family Friendly for All Ages
with Children's Pageant & Carols
7:30 pm: Traditional Lessons,
Carols & Sermon
11 pm: Jazz & Communion

Dec. 25: **Christmas Day**
10 am: Worship Service

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CRIME WATCH

Robbery

McAllister and Steiner Streets

October 31, 4:52 a.m.

Two homeowners were startled awake by the sound of shattering glass, then observed their front door handle was moving. When they looked out the window, they saw a man fleeing with their Halloween skeleton. One of the homeowners gave chase. The suspect stopped, turned and brandished a knife at him. They then called the police, who located the suspect. A computer check revealed the man was on probation for burglary and there was a warrant for his arrest. They searched him and found he was carrying burglary tools and methamphetamine; he was then booked at county jail.

Robbery With a Gun

Divisadero and O'Farrell Streets

October 31, 5:12 p.m.

On Halloween night, a man who was dressed as a clown robbed several pharmacies. Witnesses reported he was carrying a gun. The police currently have no suspects.

Methamphetamine, Possession of Narcotics Paraphernalia

Geary Boulevard and Van Ness Avenue

November 9, 11:16 a.m.

Officers on patrol saw a man jamming a wire into a car window; he told them the car was his and he had locked his keys inside. The officers ran a computer check and found the name of the registered owner did not match the ID the man provided them. They also observed that he was exhibiting symptoms of being under the influence of alcohol. They asked him if he had had anything to drink. He replied: "I had a lot to drink today."

The suspect was placed under arrest for

public drunkenness. In his satchel, they found methamphetamine powder and a meth pipe. The satchel also contained three credit cards that did not belong to the man. Officers learned he had an outstanding drug-related warrant. The suspect was booked at Northern Station.

Bicycling While Intoxicated California and Steiner Streets

November 10, 1:57 a.m.


An officer on patrol saw a man on a bicycle riding in a wobbly and unsafe manner on the sidewalk. When the cyclist identified himself, the officer saw he had to lean on a telephone pole to keep from falling over. The cyclist told the officer he'd had alcohol and narcotics earlier in the evening. The officer initiated a DUI investigation and the cyclist was booked at county jail for multiple violations.

Aggravated Assault

Geary Boulevard and Divisadero Street

November 23, 1:58 a.m.

Officers responded to Kaiser Hospital regarding an aggravated assault on an Uber driver who picked up two men and a woman in downtown San Francisco. After the man and woman got out, the remaining passenger suddenly moved from the rear seat to the front and hit the driver, who struggled to get out of the car but was trapped, unable to unbuckle his seat belt. The assailant repeatedly struck the driver in the face; he sustained a broken nose and several facial injuries. The attacker then jumped out of the car and fled on foot. The officer who interviewed the driver realized the description of the suspect matched an individual officers had detained earlier, following a similar incident. The suspect was booked at county jail for both violations.



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Advent Lessons & Carols: A Candlelight Procession
Sunday, November 30, 7:30 pm, Church Nave
Sung by St. Dominic's Schola Cantorum

Advent Day of Recollection
Saturday, December 6
9:30 am Lady Chapel

Our Lady of Guadalupe Celebration
Sunday, December 7
1:30 pm Mass (*en español*), Church Nave
Reception follows in the Parish Hall

Solemnity of the Immaculate Conception
(A Holy Day of Obligation)
Monday, December 8
Masses: 6:30 am, 8:00 am, 5:30 pm, 7:30 pm

Family Pageant & Las Posadas
Sunday, December 14, 3:15 pm, Church Nave

Annual Christmas Concert
Monday, December 15, 7:30 pm, Church Nave
St. Dominic's Schola Cantorum with The Festival Orchestra

Advent Reconciliation Service
Thursday, December 18
11:45 am – 2:00 pm & 7:00 – 9:00 pm, Church Nave
(Individual Confessions Available)

Come Join Our Christmas 2014 Celebrations!

Christmas Eve, Wednesday, December 24 *Advent Mass:* 8:00 am
Christmas Eve Vigil Masses: Family Masses 4:00 & 6:00 pm,
11:15 pm Carol Service, 12:00 am Midnight Mass
(Solemn Mass with choral Music, Strings & Brass)
No confessions today

Christmas Day, Wednesday, December 25
Masses at 8:30 am (Parish Mass with Carols),
11:00 am (Solemn Mass with Choral Music)
No confessions today and no Masses at 1:30 pm, 5:30 pm or 9:00 pm

New Year's Eve Prayer Vigil
Wednesday, December 31, 10:30 pm, Church Nave

Solemnity of Mary, Holy Mother of God
Thursday, January 1, 2015 (A Holy Day of Obligation)
Parish Mass at 9:30 am
Vigil Mass on Wednesday, December 31, 5:30 pm

Celebration in Honor of Sr. Anne Bertain, O.P.
At the Vigil Mass, Saturday, January 10, 2015, 5:30 pm
Reception follows in the Parish Hall

www.stdominics.org

Zinc's Founder Makes a Bet on Another Part of Fillmore

By BARBARA KATE REPA

EDUCATED AS architects at UC Berkeley, Vasilios Kiriis and his friends found some early success making post-modern art furniture.

"We were all itching," he says. "And lots of innovation comes from that."

Their retail lives changed forever in 1991 when Macy's invited them to create a pop-up shop of their furniture in its basement. "It was back in the day when retail buyers used to get ideas from Macy's," he says.

That paved the way for a national platform, wholesaling to the likes of Barney's, Sak's and museums. Their carefully curated collections also caught the discerning eye of Iris Fuller, owner of Fillamento, the beloved furniture and gift emporium that long lived at Fillmore and Sacramento. She became a big supporter.

"I would fill up my car and hash it out with Iris," Kiriis recalls. "She would usually buy up the whole carload."

Then came the terrorist attacks in 2001, which drastically changed wholesaling habits. "We decided to close our wholesale business and focus on retail," he says.

It was a better fit for the gregarious Kiriis. "With wholesale, I was stuck behind the desk — with no connection to the user or buyer," he says. "I need to deal with people directly. They enrich your life."

With Zinc Details already up and running at 1905 Fillmore, he added a store on Fourth Street in Berkeley — and in 2006,

opened another outpost at 2410 California Street, splitting furniture and accessories.

"It's a different selling process. Your customers deserve the same level of attention and hospitality no matter what they spend," he says. "But furniture buyers need more time and attention — and they can be frustrated by the diversion of shoppers who buy a magazine. By the same token, those buying a magazine want to get in and out quickly, without having to wait for people considering a couch."

But running three retail shops started to feel like a grind. He closed the Berkeley shop in 2007, and then got an offer from One Medical Group to take over the California Street space. He took it and consolidated the business back at the original 1905 Fillmore shop, which had doubled in size when the Big Pagoda left next door.

For a while, the 1900 block of Fillmore became a design and furniture mecca — with Design Within Reach, Big Pagoda, BoConcept and Ruby Living Design all showcasing modern designs.

But furniture on Fillmore is a tough sell, according to Kiriis. "The foot traffic on upper Fillmore does not allow you to focus on customers," he says. "The weekend shoppers coming in from the suburbs want to sip a latte and stroll the street. You can't sell them big pieces of furniture."

Another practical point: A furniture store needs space to display its inventory.

TO PAGE 6 ►



DANIEL BAHMANI

"We're stretching the goodness of Fillmore down the street."

— VASILIOS KIRIIS, owner of Zinc Details

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'People Just See It as a Great Place to Live'

► FROM PAGE 5

"Folks need to sit down on something before they'll buy it," Kiniris explains. "Most don't want to shop from an image they see on a computer screen."

All the furniture stores except Zinc Details have since relocated, mostly to get larger showrooms.

And size was one of the things that mattered when Kiniris was considering the new location for Zinc Details.

"I really wanted to get back to showing more furniture — that's where my heart is," he says. "This space was magically sitting there vacant."

He has big plans for the big space: 5,000 square feet on the main floor that will allow for more furniture lines and more vintage furniture from Knoll and Herman Miller, 5,000 more square feet in the airy basement — plus an additional 800 square feet on the mezzanine as offices. "Now at last we have room to show off the lines we already carry. We're only two blocks away from our other Fillmore location — and true San Franciscans appreciate that."

Zinc Details is also becoming a hit with newcomers. Unlike some who grouse that the influx of tech workers and fashion and beauty boutiques has tilted the chic-by-jowl character of the street too heavily toward high-end, Kiniris says he welcomes the change in demo-



Zinc Details has big plans for its big space, which boasts a 5,000-square-foot showroom.

graphics, especially in his new location.

"I appreciate the new folks. Now we have people without knowledge of the history of the Western Addition," he says. "They just see it as a great place to live. They don't know the former prejudices of the place."

He also appreciates the other independently owned businesses nearby, such as

Dosa, Asmbly Hall, Spice Ace, Song Tea, Fat Angel and Social Study — and is planning events at which they can highlight one another. "I can actually walk in and talk with the owners," he says. "They don't have to check with corporate headquarters first. There's a willingness to work together, not apathy."

Kiniris also sees an opportunity to lease part of his own space to showcase product launches and pop-ups. "For two decades we've been curating products from indie designers and craftspeople. The pop-ups within the store will allow us to foster a dialogue between designers and make them rub shoulders with one another," he says.

"The large space will allow me to be collaborative with the young designers — to host graduation shows and design competitions. These are not any old kids. They're mostly the best and the brightest, coming from the top design universities worldwide," he says. "Design is no longer laughed at, and now it makes money. San Francisco used to be the backwater for design; New York and L.A. were trendsetters. Now we're seen as the innovators."

On December 6 and 7, Zinc will host a holiday marketplace showcasing wares by a dozen local craftspeople. Design students from San Francisco State will be exhibiting and selling their prints in the spacious downstairs area.

Zinc, now back to its original size, has two more years left on its lease at 1905 Fillmore. Kiniris says that space will function as a design gift store, with only a few pieces of furniture.

And while Kiniris seems like an eternal optimist, he also recognizes the risks in the move. "It's super scary — even now," he says, eyeing the furniture and accessories at the new store arranged in vignettes of a bedroom, dining room and study to help customers visualize how they might work together. "I'm anxious, but the signs are so positive already. So I'm encouraged."



"Welcome to LoPa"
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PARKS



Master Plan Readies Alta Plaza for a Makeover

LOCALS AGREE there are problems with Alta Plaza Park, situated atop a former rock quarry and bounded by Scott, Clay, Steiner and Jackson Streets. Among them: decayed columns, stairs, walls and pathways; haphazard and incongruous plantings; outdated and ineffective lighting; and drainage and irrigation issues. So far, the fixes have been piecemeal — and ineffective, particularly the new no-mow grass and attempts to stop leakage onto surrounding sidewalks.

In February, the community group Friends of Alta Plaza Park enlisted landscape architect Jeffrey Miller — whose firm designed the new playground that was part of the recent renovation of the neighborhood's Lafayette Park — to help formulate a master plan for an integrated overhaul of Alta Plaza's infrastructure and aesthetics.

Miller solicited community feedback as he developed his plans, and at a final public meeting last month he unveiled the latest iteration of his proposals.



The master plan proposes a new central plaza and seating area in the park.

Among other things, the master plan, published above, features reworked entryways and plantings along the park's perimeter. It adds a picnic area and creates a central plaza with a seating area overlooking the view of the city to the south. It also adds a new pathway

and additional seating at the top of the park.

The plans, which will be presented to the city's Parks and Recreation Commission for approval in February, were considerably revised and scaled back from earlier proposals, which included a large central amphitheater, an occlus with a view locator and relocated tennis and multi-purpose courts. The overwhelming public outcry was for less construction and fewer bells and whistles, with refurbishments that would make the park more functional while maintaining its formal elegance.

The first phase of the project, slated for completion next year, will be confined to the north side of the park, with \$3 million of the expected cost already available from various sources. The park's south side still suffers water issues that need to be resolved, even after a redo of its irrigation system last year. The Friends of Alta Plaza hope to raise money for the rest of the project through grants and fundraising.

For more information, visit altaplazapark.com.

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Bach TO THE Future

Translating Ancient
Texts a Key Part of
Bach Choir's Renown

By JUDY GODDESS

WHEN THE San Francisco Bach Choir presents its traditional Christmas concert December 6 and 7 at its longtime home at Calvary Presbyterian Church at Fillmore and Jackson, attention will rightly be focused on the music and the performers. Concertgoers may overlook a detail that is a key part of the choir's claim to fame: the translation into English of the texts being sung.

"We're fairly unique in the amount of translation we do, and in having translators within our choir," explains managing director Martha Westland. "We receive two to five requests per month to use our translations from all over the world — from amateur and world-class performing arts groups, churches large and small, scholars and students."

The group provides the translations free, but asks that borrowers credit the SF Bach Choir.

While responding to requests from far-flung choirs and scholars is important, the intent of the translations is to inform the performers who need to express joy, sadness, pleading, sorrow and other emotional peaks in the text. The instrumentalists also rely on the translations to match the mood and tone of what the singers are trying to express.

And, importantly, the translations make it possible for the audience to follow along: The choir sings songs with texts that were originally set down centuries ago in languages no longer spoken, such as classical Hebrew, Greek and Latin, or languages spoken but greatly changed, such as 16th-century German. Few current listeners know much about either those languages or their historical contexts.

Some of the early texts set to music by J.S. Bach have been translated, but many of those are grossly inaccurate, written in church-speak, or simply sound ridiculous to 21st-century audiences.

And the San Francisco Bach Choir doesn't settle for singing the substandard.

SIX TO 10 WEEKS before a concert, choir members receive copies of a "conditional" translation as they rehearse the work, but the effort to perfect the translation continues.

"We make changes in translation up to the last minute," says Bob Coote, the chief translator for the choir.

Changes occur even in old choir favorites. For example, for the December holiday concert, titled "A Candlelight

Christmas," Coote is suggesting a retranslation of the phrase from *O tiny baby Jesus*, to *O wee baby Jesus*, as better conveying a more intimate relationship to a treasured child.

In Psalm 137, set by Bach, Coote suggests substituting "known" for "recognized" in the opening line of the cantata: *Now come, savior of the gentiles, recognized to be the Virgin's child*. "Recognized" is a judgmental, distancing word with a Latin root that shades toward perception and skepticism," Coote says, "while 'known' conveys welcoming acceptance of the baby as the Virgin's child."

Coote, a retired Biblical scholar, is deeply concerned by the inaccuracies he perceives in most translations. "Occasionally I'll find a whole translation, stanza, cantata, and think 'Wow that was good,'" he says. "But too often I see mistakes."

Coote defines translation as both science and art.

"Other translators put words in a churchy, stained glass speak," he says. "I look for common, concrete language — the language of the people. I also try to be grammatically correct in English, which means sometimes not following

the text. I'm conscious of the old Italian adage: Translation is Betrayal. It's always a judgment, but as long as we're doing it, let's do it as accurately as possible."

It's a vast commitment by Coote, and one that may not be fully appreciated.

"A few people look at the program, but when the lights go down, they put it away," notes Polly Coote, Bob's wife, who also does translations for the choir. "But it's lighter in the room during the Sunday afternoon performances, and you can tell by the rustling of the pages that some are reading it."

Tricia Bell, who edits the concert program, agrees. "We know that some people are here to absorb the music, not to study the program notes and translation," she says. "But the information is there for people who like to delve into it."

That few may read the translations doesn't discourage Bob Coote. "We hear about translations from a tiny group of people, and it's always positive," he says. "Translation has put the SF Bach Choir on the international map."

COOOTE AND OTHER translators with the Bach Choir also assist with pronunciation. For example, the group recently researched the early German pronunciation of *amen* — obviously a word the choir has to get right. This Christmas, the choir is singing a song in Catalan. "Fortunately, musicologist and choir member Alexandra Amati-Camperi is fluent in Catalan, as are several other members. They've been able to help us with the language," says Bell. "Then let's not forget YouTube for pronunciation. It's a great resource."

Sharon Gustafson, former managing director of the choir, explains that Martin Luther, whose texts Bach set to music, believed that church doctrine should reflect the language and aspirations of the people.

"This was new," she says. "Until Luther's time, church music was basically the chanting of church doctrine. Music suddenly became amazingly alive. It became a way to express oneself as a person."

When choir members began looking for translations of Bach's early works, Gustafson says they discovered that some had not been translated; others were hard to read, off-putting translations; some had been versified in romantic rhyming verse — a flowery poetic style light years removed from Luther's plain speech.

"Then we got incredibly lucky," she says. "Bob and Polly Coote joined the choir and started providing translations that are meaningful to more audiences."



On December 6 and 7, the SF Bach Choir will perform "A Candlelight Christmas" at Calvary Presbyterian Church. For tickets and translations, go to sfbach.org.



At home on Fillmore

Calvary Presbyterian Church at 2515 Fillmore has hosted many performances of the San Francisco Bach Choir, and it became the choir's home base in 2008 — not for the first time. The Bach Choir was also based at Calvary from 1950 (when the photo above was taken) until 1965, when the founder of the choir, Waldemar Jacobsen, was the director of music at the church.

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► FROM PAGE ONE

"In my experience in San Francisco, no one has ever reached out to us as a group and asked for our advice and feedback," says Nina Hatvany, a broker with Pacific Union who was San Francisco's number one residential sales agent from 2008 to 2013.

Trumark Urban also pitched The Pacific to the San Francisco Housing Action Coalition and got an endorsement and a rave review.

"It met our guidelines squarely," says the group's executive director Tim Golen. "It's smart growth, smart urbanism and a terrific addition to a part of the city that doesn't get much new housing. I must say Trumark Urban really gets it."

But the real stroke of marketing genius came when Trumark Urban's velvety-smooth managing director Arden Hearing gave the Pacific Heights Residents Association's board of directors a show-and-tell of what he planned to create in their backyard. While homeowner groups are historically the natural enemy of developers, Trumark Urban got the red carpet treatment.

"They made a presentation to us on exactly what they were going to do early on, and as their plans changed, they came back and gave us an update," recalls Greg Scott, president of the group. "We think it's a great addition to the neighborhood. We need housing. We need more off-street parking. We think the merchants will be thrilled."

Yet many important details of The Pacific are still unknown. No one, including the broker advisory board members, has seen renderings of the floor plans, examples of the finishes, a complete list of amenity costs or a price sheet for the homes, including the monthly homeowner's fee.

So far, only the basics of the project have



Plans for the transformation of the dental school into condos have drawn rave reviews.

Dental School Condos Are Reaching for the Sky

been unveiled. Among them: The dental school building and land was sold to Trumark Urban and Hillmark for \$50-something million. The partnership beat out two dozen other developers that wanted to convert the prized property and its prime location into office buildings, rental apartments and other mixed uses, says Daniel Cressman, executive managing director of Newmark Knight Cornish & Carey's San Francisco office, who orchestrated the school building sale for University of the Pacific.

The dental school, which has roots dating back to 1896, when it was known as the College of Physicians and Surgeons of San Francisco, has been relocated to a new campus in a former Crocker Bank data center

at 155 Fifth Street that Cressman found.

Trumark Urban and San Francisco's Handel Architects will create a total of 76 large condos with 12- to 14-foot ceilings. The main building, with two new floors on top, a glass and steel facade and four levels of secured underground parking with 100 spaces, will house flats and triplexes of one, two, three and four bedrooms ranging from 1,096 to 3,136 square feet — plus up to four 3,625-square-foot penthouses.

The school's outdoor parking lot will become the landscaped and terraced site of 10 three-bedroom, 2,301-square-foot attached garden townhouses with private back yards that will reportedly look faintly Victorian to blend in with the neighborhood.

The Pacific's promoters also promise an array of amenities, services and features — including a fitness center opening onto a private yoga garden. A personal concierge, a valet and a private security detail can be ordered. And the staff will include doormen, a building concierge and parking valets — expenses to be covered by the monthly homeowner's fee.

A fact sheet on the complex spells out a resident's lounge described as a "quiet hideaway that opens to a terrace of landscaping, outdoor fireplaces." A separate business lounge and a furnished hospitality suite will be available for residents and guests who want the equivalent of a hotel conference room for brainstorming and entertaining.

Another fact is also certain: There will be no units for low-income buyers at The Pacific. The city offers new housing developers three options: Price 12 percent of the homes in the complex at below market rate; build a larger percentage at some other location; or make a 20 percent contribution to the Mayor's Office of Housing to help the city build affordable housing. Trumark Urban opted to donate the 20 percent and will reportedly write a check for \$5.2 million to the city.

Paul Wermer, a former director of the residents association, says Trumark Urban got off cheap. "The developer had a wonderful opportunity to make this space unique with inclusionary housing," says Wermer, who is now a member of the Japantown Task Force. "But now the developer is contributing a financial load of the cost to build that is vastly less than if it was 20 percent of the value."

Construction, which started in August, will not be completed until 2016 and sales will not start until June 2015.

TO PAGE 12 ►

Happy Holidays!

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► FROM PAGE 11

Trumark Urban is in no hurry. The longer it takes, the bigger the payday as buyer demand for luxury housing continues to drive sale prices skyward.

The Mark Co. just released its closely watched condominium price index claiming the cost of new high-end condos rose 16 percent in a year and jumped 4 percent to \$1,170 per square foot from September to October. Even parts of the city that are not considered prime locations are fetching towering prices.

Tishman-Speyer, for example, which is building the massive four-building, 656-unit Lumina luxury high-rise condo project South of Market — with a long list of enticing amenities including valet parking and a monthly homeowner's fee of around \$1,000 — is commanding a selling price of up to \$2,000 per square foot, with more than 100 sales already buttoned up.

The Pacific has gone through various incarnations and the final design has still not been cast in concrete, says Hearing. "In our original studies, we had as few as 60 and as many as 120 units, but we're at 76 now. Our current plan calls for four penthouses, but we're thinking of combining them to two."

While a certain amount of carping is always expected when change disrupts a neighborhood, The Pacific's ceremonial groundbreaking last month was a lovefest, with city officials, developers, architects and many of the chosen brokers swinging sledgehammers at chunks of interior walls as flutes of champagne were proffered and canapes passed.

Attendees at the groundbreaking were bullish about the new condominium project and willing to chime in on the guessing game of who the ultimate buyers might be. "There are people who love the Fillmore



*"The location is great — close to Fillmore Street.
The units are large and the views are lovely."*

— NINA HATVANY, Pacific Union agent

and don't want to live downtown," says Lynn Sedway, a real estate specialist who, with her husband Paul, left the neighborhood and bought a condominium above the Four Seasons Hotel on Market Street. They've since moved back to the neighborhood.

Paul Sedway, a retired urban planner, sees The Pacific as a magnet for youngish technology executives, venture capitalists and private equity firm higher-ups who have hit it big in the markets or via a buy-out. He says another group of potential buyers is over 60 who prefer to be close to the neighboring medical offices and hospital — just in case.

Coldwell Banker residential broker Rohulla Habibi, who sits on the Trumark advisory board, expects all-cash foreign buyers to find The Pacific a discreet, desirable address.

Trumark Urban has hired Polaris Pacific, which is also peddling condos for a handful of other new and planned condo projects in the city, as its sales and marketing rep. However, the 50 advisory board members have been promised a "first look" pre-sale for their clients and prospects before Polaris can jump in with its marketing firepower.

The hand-picked army of brokers might be their own best clients.

"Every realtor who is involved in this project wants to buy in there," says Caroline Werboff, an agent with Sotheby's International Realty. "Realtors are talking about buying units for themselves," adds Barbara Callan, who with her son Robert Callan Jr. forms a sales team for McGuire Real Estate.

Nevertheless, the mystery still surround-

ing The Pacific is off-putting to some. "They have elevations but we don't know the configurations, no one has seen the floor plans or samples of the finishes. No one has seen anything in print," contends Werboff. "They asked for our input, but they never gave us feedback on their decisions. It's mysterious, but it's on purpose."

Overall, advisory board brokers seem to agree The Pacific, when completed, will be San Francisco's trophy residential address. Observes Hatvany: "The location is great — close to Fillmore Street, not some sterile South of Market environment. They were careful to provide larger units," she says. "And the views are lovely — they're not bridge to bridge, but some units have views of the Golden Gate and the bay, and you also look over urban and landscaped park scenes that are very attractive. Plus, they have thought about desirable amenities. So unless they make a mistake on the interior finishes, they will have done everything right."

Callan also says she "doesn't see any negatives" in recommending The Pacific. "They are taking their time and carefully planning everything. It's sort of like the Millennium Tower, where you have luxury living," she says, referring to the 60-story condo building South of Market. "And here you have a neighborhood feeling," she adds.

Werboff is a bit more skeptical. She says she and some other brokers are concerned that "San Francisco is becoming the next New York City and these prices could really be out of sight."

If the sampling of brokers is correct, The Pacific, with its 76 homes and sharply escalating demand for a regal, how-may-we-serve-you lifestyle prices for some units, could shatter the city's record for newly constructed condominium homes: \$3,000 a square foot. Or higher.

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More Condos Coming Nearby

BACK IN THE '70s and '80s, when San Francisco landlords discovered they could make a fast buck dumping renters and converting their apartment buildings to condominiums, condos were considered second-class housing. Even in boom times, their prices were a drag on the market.

Not today. The new crop of built-from-



Rockwell, being built at Pine and Franklin.

scratch luxury condominiums have the cachet of vertical urban resorts, and they're flowering afresh throughout the city.

On the eastern edge of Pacific Heights, Oyster Development Corp. last month broke ground on Rockwell, two 13-story towers with 260 deluxe condo units at Pine and Franklin Streets. The firm's eight-story, 98-unit condo project at Van Ness and Clay, called Marlowe, sold out this year at well over \$1,000 a foot. Oyster's new ven-

ture will be more up-market and a little pricier.

The design and marketing strategy differs dramatically from The Pacific's approach. "This is the largest condominium project in Pacific Heights but, with one and two bedroom units, it will be an entry point for first-time homebuyers," says Dean Givas, Oyster's president. Floor plans are smaller: 500 to 1,200 square feet, with the average unit totaling 860 square feet.

Oyster and its equity partner, Tricon Capital Corp. are drawing a bead on younger, presumably technology sector workers and entrepreneurs by piling on the "sexiest of amenities," says Givas. Unlike Trumark, which is still formulating its recreational offerings, Oyster minces no words. Rockwell will have a gym, a community room with a chef's kitchen and a courtyard with firepit and barbecue. A 13th floor lounge called a "roof deck" isn't really on the roof, but will have indoor seating and an outdoor terrace. The ground floor will include retail space.

Rockwell will open a sales office in April and then establish firm selling prices based on market demand. Oyster didn't hold a flashy groundbreaking, nor did it wine and dine local brokers for their input. Givas hired Polaris Pacific as the project's sales and marketing crew because it was a star performer on several other Oyster projects.

Where's Oyster's money coming from and how much did it get? Givas didn't clam up. Global property powerhouse Jones Lang LaSalle loaned Oyster and Tricon \$144 million to build the complex. Completion of the first tower is slated for July 2016.

— CHRIS BARNETT

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NEIGHBORHOOD HOME SALES

| Single Family Homes | BR | BA | Sq ft | Days | Date | Asking | Sale |
|---------------------|----|----|-------|------|------------|-----------|-----------|
| 2268 Pine St | 4 | 1 | | 33 | 11/12/2014 | 1,600,000 | 1,800,000 |
| 2215 California St | 2 | 1 | 2,316 | 28 | 11/13/2014 | 1,249,000 | 1,861,000 |
| 3363 Washington St | 6 | 4 | 3,164 | 82 | 10/22/2014 | 3,000,000 | 2,500,000 |
| 2770 Jackson St | 3 | 2 | | 26 | 10/17/2014 | 2,995,000 | 2,715,000 |
| 1932 Pierce St | 4 | 3 | 2,015 | 25 | 10/29/2014 | 2,750,000 | 2,810,000 |
| 3108 Franklin St | 3 | 3 | 2,395 | 14 | 10/23/2014 | 2,698,000 | 2,975,000 |
| 3024 Pierce St | 4 | 2 | | 10 | 10/24/2014 | 3,450,000 | 3,510,000 |
| 2826 Sacramento St | 4 | 2 | 3,340 | 52 | 11/3/2014 | 3,500,000 | 3,600,000 |
| 1930 Pine St | 4 | 4 | 3,170 | 11 | 10/17/2014 | 3,600,000 | 3,715,000 |
| 2651 Baker St | 4 | 2 | 2,668 | 13 | 10/22/2014 | 2,995,000 | 3,800,000 |
| 2837 Green St | 3 | 3 | 3,426 | 158 | 11/7/2014 | 5,495,000 | 4,350,000 |
| 2829 Divisadero St | 5 | 3 | 3,580 | 7 | 11/14/2014 | 4,500,000 | 5,600,000 |
| 2865 Vallejo St | 3 | 4 | | 131 | 10/21/2014 | 7,500,000 | 6,995,000 |
| 3560 Baker St | 5 | 3 | 5,895 | 11 | 10/31/2014 | 6,900,000 | 7,100,000 |

Condos / Co-ops / TICs / Lofts

| | | | | | | | |
|-------------------------|---|---|-------|-----|------------|-----------|-----------|
| 1450 Post St #606 | 1 | 1 | 544 | 270 | 10/17/2014 | 93,000 | 85,000 |
| 1450 Post St #605 | 1 | 1 | 519 | 330 | 10/17/2014 | 129,000 | 140,000 |
| 1450 Post St #612 | 1 | 1 | 715 | 140 | 10/24/2014 | 295,000 | 270,000 |
| 1600 Webster St #209 | 1 | 1 | 701 | 93 | 11/13/2014 | 849,000 | 790,000 |
| 1885 Sacramento St #3 | 1 | 1 | 1,109 | 33 | 10/23/2014 | 779,000 | 790,000 |
| 1855 Sacramento St #9 | 1 | 1 | 1,164 | 49 | 10/16/2014 | 779,000 | 822,000 |
| 1973 Clay St | 1 | 1 | 817 | 22 | 11/7/2014 | 719,000 | 825,000 |
| 1895 Pacific Ave #306 | 1 | 1 | 1,130 | 27 | 11/10/2014 | 875,000 | 875,000 |
| 2399 Post St | 2 | 2 | 1,174 | 23 | 10/23/2014 | 849,000 | 900,000 |
| 1880 Vallejo St #3 | 1 | 1 | 828 | 13 | 10/30/2014 | 795,000 | 1,009,000 |
| 1950 Gough St #406 | 1 | 1 | 1,000 | 12 | 10/30/2014 | 895,000 | 1,025,000 |
| 3134 Scott St | 2 | 1 | n/a | 55 | 11/10/2014 | 1,150,000 | 1,150,000 |
| 1880 Jackson St #105 | 1 | 1 | 1,116 | 11 | 10/21/2014 | 995,000 | 1,155,000 |
| 1770 Pacific Ave #403 | 2 | 2 | 1,500 | 24 | 10/31/2014 | 1,100,000 | 1,185,000 |
| 3333 Clay St #3 | 1 | 1 | 1,130 | 12 | 10/30/2014 | 899,000 | 1,200,000 |
| 1770 Pacific Ave #103 | 2 | 2 | 1,500 | 33 | 11/4/2014 | 1,149,000 | 1,231,000 |
| 2990 Clay St #4 | 2 | 2 | n/a | 13 | 10/31/2014 | 1,195,000 | 1,250,000 |
| 2200 Sacramento St #603 | 2 | 2 | 1,130 | 15 | 11/5/2014 | 899,000 | 1,255,000 |
| 2856 Scott St #3 | 1 | 1 | 1,479 | 8 | 11/13/2014 | 989,000 | 1,333,000 |
| 2724 Baker St | 3 | 2 | n/a | 28 | 10/24/2014 | 1,695,000 | 1,790,000 |
| 1880 Jackson St #601 | 2 | 2 | 1,752 | 13 | 10/21/2014 | 1,795,000 | 1,825,000 |
| 2134 Green St 32 | 3 | 3 | 2,160 | 60 | 11/10/2014 | 2,299,000 | 1,970,000 |
| 2865 Jackson St #43 | 2 | | 1,870 | 23 | 10/29/2014 | 1,895,000 | 1,975,000 |
| 2074 Jackson St | 3 | 3 | n/a | 23 | 10/24/2014 | 2,399,000 | 2,300,000 |
| 2063 Broadway | 3 | 4 | n/a | 5 | 11/5/2014 | 1,995,000 | 2,300,000 |
| 2278 Greenwich St | 3 | 3 | n/a | 38 | 11/10/2014 | 2,449,000 | 2,360,000 |
| 1628 Vallejo St #4 | 2 | 2 | 1,800 | 14 | 10/16/2014 | 1,899,000 | 2,400,000 |
| 2255 Washington St | 3 | 2 | 1,386 | 10 | 10/24/2014 | 1,995,000 | 2,400,000 |
| 3637 Washington St | 2 | 2 | n/a | 39 | 10/16/2014 | 2,575,000 | 2,430,000 |
| 2515 Sacramento St | 3 | 2 | 2,555 | 33 | 10/29/2014 | 2,525,000 | 2,525,000 |

How underpricing can frustrate two dozen buyers



What do 26 offers and a 49 percent overbid have in common? That would be 2215 California Street (left), the second-highest overbid for a single-family home in Pacific Heights this year. That's not such a great honor when you consider the amount of time and effort the 25 unsuccessful bidders spent trying to purchase this underpriced house.

Originally listed at \$1.25 million, 2215 California Street eventually sold for \$1.86 million on November 13. Given that the average median sales price for a single-family home in Pacific Heights over the past year was \$5.1 million, according to sales data, it's fair to say that the property was underpriced, which resulted in the large number of bids. With

demand for San Francisco homes so high, the seller would have likely still received the final price — and wasted a lot less time and paper — had the list price been more realistic.

— 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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2821 Broderick | Seller Represented
List Price \$11,700,000



2672 Filbert | Seller Represented
List Price \$8,600,000



1948 Pacific | Buyer Represented
List Price \$5,300,000



42 San Carlos | Buyer Represented
List Price \$5,200,000



1812 Lyon | Seller Represented
List Price \$4,499,000



54 Commonwealth | Buyer Represented
List Price \$4,350,000



2206 Lake | Seller Represented
List Price \$4,195,000



1926 Lake | Seller Represented
List Price \$2,895,000



1750 Noe | Seller Represented
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Thank you for a great year!
Carrie and Lisa



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