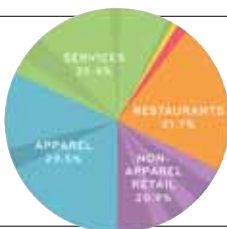


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Charting Change on Fillmore Street

New survey confirms fashion frenzy, underscores diversity

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■ FAREWELL

A Fillmore Icon Passes

Leola King was a force in 'Harlem of the West'

PAGE 6

THE NEW FILLMORE

SAN FRANCISCO ■ MARCH 2015



LAURA ACKLEY COLLECTION

In 1915, the Panama-Pacific International Exposition stretched along 635 acres of bayfront that had previously been mostly mudflats. A key entrance was at the foot of Fillmore Street.

View from the Heights

A century ago, San Francisco hosted the first world's fair planned to be seen from above

BY LAURA ACKLEY

LOOKING EAST from San Francisco's Presidio in 1915, visitors saw ivory-walled, red-roofed palaces topped with golden statues and pale green domes, all surrounding a jeweled tower.

What they saw was not a mirage. What they saw was the Panama-Pacific International Exposition.

When Jules Guerin, the exposition's director of color, first beheld the site of the Jewel City from the half-encircling hills, he was struck by its resemblance to European riverfronts, in both topography and coloration. Here, according to *Scribner's Magazine*, was a "natural, even if not yet classical amphitheatre between the tawny Grecian hills and the blue Italian seas which are California's."

"It reminded me much of the French Riviera," said Guerin, who saw an opportunity to set the San Francisco exposition apart from its predecessors with luminous color.

San Francisco's own geography inspired

the coloration of the fair. Guerin felt the local light was much the same as in Spain, which dictated the exposition be a city of ivory and warm Oriental hues, not "garish as dead white would be in the strong California sunshine." California itself suggested much of the palette: "the gold of California's orangeries and poppy fields, the blue of her skies on fair days, the browns of the summer hills, the deep red of the setting sun as it sank into the rim of the Pacific Ocean, the lighter pinks fringing the clouds at eventide."

Always he kept in mind how the exposition would appear from the hills above.

"Imagine a gigantic Persian rug of soft melting tones," he said, "with brilliant splashes here and there, spread along the waterside for a mile or more, and you may get some idea of what the City of Color will look like when viewed from the heights about the bay."

TO PAGE 12 ►

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Copy Editor | Donna Gillespie

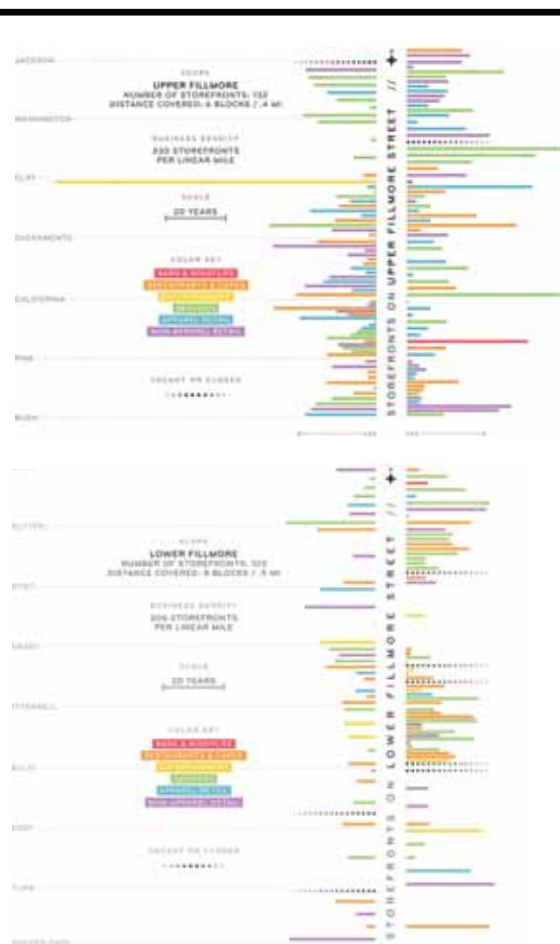
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Published on the first weekend of each month. Deadline: 20th of prior month
Subscriptions by mail are available for \$30 per year. Please send a check.

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.



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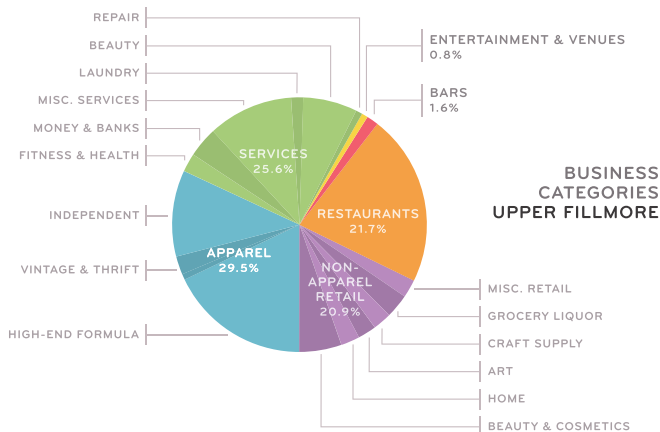
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NEIGHBORHOOD NEWS



New Survey Charts Changes on Fillmore

Fashion stores have exploded on the street, but most shops are more than 10 years old

LUXURY APPAREL chain stores have made a major incursion onto Fillmore north of Bush Street in recent years, a new survey confirms, and clothing stores now make up nearly a third of all businesses on the street.

But the survey also finds there are still dozens of service businesses and non-apparel retailers — and that most businesses on upper Fillmore have been open for more than a decade. (See charts at left.)

The analysis of city data, Yelp price rankings and news articles was conducted by Hoodline, a neighborhood news web-

site based in the Lower Haight that aims to help people better understand what's happening in city neighborhoods by quantifying businesses and services.

"Why have so many luxury apparel chain stores opened on upper Fillmore?" the surveyors ask. Their conclusion: "Beyond the general economic growth of the city, our findings suggest that the success of independent retailers created an especially attractive environment for them."

On Fillmore south of Bush Street, it's a different story.

"For a variety of historical and architec-

tural reasons, the quaint Victorian storefronts aren't available south of Bush," the survey says. "The area unfortunately reflects the decades of failed experiments in urban redevelopment. Vacancy rates are higher."

Hoodline also finds that fewer storefronts are available in the redeveloped areas of lower Fillmore.

"Large portions of the blocks are dominated by blank concrete walls, and the decline in density of shops is unmissable," it concludes.

More survey charts and analysis newfillmore.com

STREET TALK

Juicy News moving to Union & Fillmore

Juicy News, the newstand at 2453 Fillmore for the past 23 years, has found a new home down the hill at 2181 Union Street, just a few doors east of Fillmore.

"It's an eight minute walk and five blocks away from our current location," says owner Mo Salimi. Juicy News will close its Fillmore store on March 15 and hopes to open on Union Street by April 1.

Its new location was once the home of the legendary Minerva's Owl bookstore. "This shop had massive history," says Salimi. "So good vibes and heritage all around."

A NEW ACADEMY: A new restaurant called Academy Bar & Kitchen from ex-Florio chef Nicholas Pallone will replace Pizza Inferno on the corner of Fillmore and Sutter. Pizza Inferno owner Peter Fogel says his restaurant will get a new oven and a new look before it re-emerges — perhaps by April 1 — as the Academy, with Pallone at the helm.

COMING & GOING: Vasilius Kiniris, the mastermind behind the mid-century modern home furnishing emporium Zinc Details, is the new president of the Fillmore Merchants Association. He succeeds Thomas Reynolds, who stepped down in mid-February after two decades. . . . Reynolds also closed the Thomas Reynolds Gallery at Fillmore and Pine at the end of February after celebrating its 20th anniversary. The gallery will continue online. . . . And Cris Thorngate, longtime manager of Kiehl's, is leaving the company and her position as a board member of the merchants association.



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Lent & Holy Week Schedule

Feb 22–Mar 29: Lenten Small Group Studies

Feb 18, 7 pm: Ash Wednesday

Mar 29, 10 am: Palm Sunday

April 2, 7 pm: Maundy Thursday

April 3, 12 noon: Good Friday
8 pm Good Friday Concert

April 5: Easter Sunday Services
7 am Sunrise Service
9 am & 11 am

5 pm Worship, Jazz & Beyond

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CRIME WATCH

Burglary of Vehicle Laguna and Clay Streets January 7, 5 p.m.

A security guard saw a man standing in a building's doorway as a car alarm was going off. The man approached the vehicle, reached inside and ran off. The security guard detained him and called the police. When police arrived, the man told the officer he was on parole, adding that he was high. Officers found he was carrying numerous burglary tools. The owner of the car confirmed that nothing was taken. The officers booked the suspect at county jail.

Robbery Attempt, Vandalism Franklin and Post Streets January 12, 1 p.m.

A man in Walgreen's stuffed items into his pockets and backpack. Two employees saw him and waited near the front door. The man walked past the registers and headed for the door. When the employees moved to stop him, the man claimed he had a knife and pushed his way past them. On his way out, he hit the store window with his skateboard and broke the glass.

Store employees then called the police. Officers got a description of the suspect and spotted him a few blocks away. When officers ordered him to stop, he threw his skateboard to the ground and ran. The officers gave chase and took him into custody. He was carrying store items worth \$510.35. The suspect was booked at county jail.

Possession of Stolen Property California and Buchanan Streets January 20, 5:04 p.m.

Plainclothes officers spotted a vehicle that had been reported as stolen. They followed it to California and Buchanan. The driver told the officers her cousin had

rented the car; she realized she was not an authorized driver and the car was late. A search of the car revealed pipes for crack and meth. The driver was booked at county jail and the passenger was released.

Vandalism Divisadero and Post Streets February 19, 9:50 p.m.

A witness watched as a man sprayed graffiti on several buildings and mailboxes. She called 911 and stayed on the line with the dispatcher while observing the suspect from a safe distance. Officers found the man standing next to a freshly defaced mailbox with a can of spray paint sticking out of his pocket. He was arrested for vandalism.

Felonious Driving, Hit and Run Post and Webster Streets February 26, 1:05 a.m.

A witness waved down officers to report that he had just seen a white car hit a taxi on Post Street, then speed off, only to hit a second car as the driver was parking at Geary and Masonic. The driver then fled into a nearby residence. Officers contacted the woman and found she was under the influence of alcohol. Because the taxi driver from the first collision sustained an injury, both the DUI and the hit-and-run are felonies. She was booked at county jail.

Theft From a Locked Vehicle Divisadero and Bush Streets February 10, 10:38 a.m.

A woman saw a man break the window of a parked car and steal a satchel from the back seat. She called 911. Officers found the satchel abandoned on the sidewalk and returned it to the owner, who discovered that his tax return was missing. The incident is still under investigation.

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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 (Candlelight)

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HOLY WEEK

March 29, Palm Sunday

5:30 pm Vigil Mass (Saturday, March 28)

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 Mass with Contemporary music

9:00 pm Mass by candlelight

THE SACRED TRIDUUM

Holy Thursday, April 2

7:30 am Tenebrae

7:30 pm Mass of the Lord's Supper

Good Friday, April 3

7:30 am Tenebrae

12:00 pm Seven Last Words of Christ

1:45 pm The Celebration of the Passion of the Lord
(A simple version with read Passion Gospel)

3:00 - 4:30 pm Confessions

5:00 pm Stations of the Cross

(especially suited for Families)

7:30 pm The Celebration of the Passion of the Lord
(A solemn version with chanted Passion Gospel)

Holy Saturday, April 4

8:00 am Tenebrae; 8:00 pm The Easter Vigil

No confessions this day

Easter Sunday, April 5

7:30 am Mass with Easter Hymns

9:30 am Family Mass

11:30 am Solemn Choral Mass

1:30 pm St. Jude Pilgrim Mass in Spanish

5:30 pm Mass with Contemporary music

No Mass at 9:00 pm today. No confessions this day.

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DEPARTURES

Farewell to a Fillmore Icon

Leola King was a force in the 'Harlem of the West'

By ROCHELLE METCALFE

INDPENDENT, strong, a fighter, bold and daring, the Fillmore's Leola King was a phenomenal woman — and a beautiful, sophisticated lady. The high yella Sepia Queen turned heads when she entered a room, divine in her furs, jewelry and glamorous outfits that fitted her style and personality. The lady was a star.

She passed away on February 3 in Palm Springs, where she moved in 2010 to be near her son. She was 96.

Leola King moved to San Francisco in 1946. She was a fixture in the Fillmore District and contributed greatly to it becoming the "Harlem of the West." She was one of the first women of color to own a nightclub and to build a real estate empire in the Bay Area.

Her popular Blue Mirror club opened in 1953 on Fillmore near McAllister, featuring the likes of Nat King Cole, Louis Armstrong and Dinah Washington. Pianist-crooner Earl Grant would fly up from L.A. to perform on Monday nights.

Goldie, as she was affectionately known by her friends, was also the name of her last

nightclub, on Post Street near Van Ness.

She lost most of her property during redevelopment. Like others, she received a voucher promising she could return. Unlike many, who could not afford to wait 10 years or more, Leola King had the fight and the money to hang on — but still did not get a piece of the action in the new Fillmore.

During the construction of the Jazz Heritage Center in 2006, she dreamed of reopening the Blue Mirror. When she learned the name would be used for a restaurant in the center without her permission or consultation, she threatened a lawsuit. Instead, the restaurant opened as 1300 on Fillmore.

At her homegoing on February 13 in the heart of the Western Addition at Third Baptist Church, Leola King was passionately eulogized by Rev. Amos Brown, former mayor Willie Brown and others.

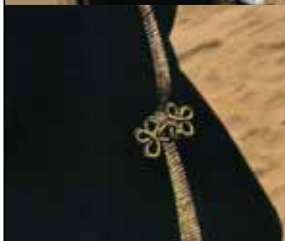
Among those who came to express condolences were legendary Fillmore entertainers Sugar Pie DeSanto and Bobbie Webb, both still performing. A repast was held at West Bay Community Center on Fillmore, around the corner from her San Francisco apartment building on Eddy.



Leola King at home with her mother in the 1950s. Her photographs will be included in a new edition of *Harlem of the West*, to be published with funds now being raised on indiegogo.com.

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GOOD WORKS

'Our Gift to the City'

Tuesdays at Calvary a regular stop for local seniors

By JUDY GODDESS

“WE DON'T card,” says a reassuring Marion Stanton.

Stanton isn't a bouncer at a neighborhood club. She's the coordinator of the Tuesday senior adult program at Calvary Presbyterian Church on Fillmore and welcomes people of all ages and beliefs.

“We see it as our gift to the community,” Stanton says. “Most who attend are in their 60s and 70s, and while about half are church members, we also attract Fillmore residents who don't belong to the church and seniors who live in other parts of the city.”

Carolyn Asbury is one of them. She travels from the Inner Sunset to the corner of Fillmore and Jackson to attend Calvary's senior program. “I come because the people here are bright and really well-traveled,” she says. “They have opinions and they're not afraid to share them — and that makes the meetings very interesting.”

“We make it easy to belong,” says local resident Joe Beyer, who is on the leadership team for the senior program. “Everyone needs friendship and acceptance, and it's particularly important for seniors to remain engaged.”

A core group of 50 to 60 people steadfastly attends every Tuesday. The program



Seniors convene at Calvary.

is officially scheduled from 11 to 12:30, but on a recent Tuesday Beyer nodded to groups of friends still chatting an hour later.

“We're forming our own little village,” said one of those still lingering, Elise Vaccaret. “Now when we walk down the street, we know each other.”

Twenty years ago, the pastor at Calvary asked a recently widowed church member, Ding Young, to

coordinate the Tuesday program. One of the first speakers she recruited was travel photographer Paul Young. They've now been married for 17 years. “He still teases me that I didn't even attend his presentation,” says Young.

The program starts at 11 with an update on members who are not present. Lunch is given to socializing. Every other week, members are encouraged to bring lunch. But on the other weeks, salad and a hot soup are served to all comers. For the past 20 years, church member Dorothy Pett has volunteered to prepare those soups.

Membership is \$10 annually; soup lunches cost \$2. The group meets every Tuesday from September to June.

And each week, a guest speaker makes a presentation about some topic of interest. Next month, on April 21, Paul Young is slated to share his photos of Sicily. This time, Ding Young plans to attend.



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Richard Willets, resident since 2013

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PERFORMANCE SCHEDULE

**Performers are subject to change*

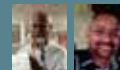
Tuesday, March 3

San Francisco Poet Laureate **Alejandro Murguía** The Voice of the Mission performs with jazz accompaniment



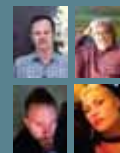
Tuesday, March 10

Jazz Poet, Painter & Playwright **Charles Curtis Blackwell** and Poet **Vincent Kobelt** with The All-Star Revue from their new CD release, "Catch the First Thing Smokin'" and other works



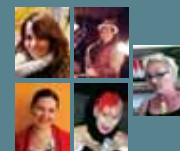
Tuesday, March 17

San Francisco Poetry through the generations with San Francisco Poets: **A.D. Winans**, **Neeli Cherkovski**, **William Taylor Jr.**, and **Cassandra Dallett**



Tuesday, March 24

Poetry & Jazz featuring poets and musicians from The Word Party series and the Nova Jazz Band, including **Jennifer Barone** (poet and host), **Daniel Heffez** (saxophone), and **Ingrid Keir**, **Cara Vida**, and **Natasha Dennerstein**



Tuesday, March 31

COPUS, spoken word/world-beat ensemble featuring San Francisco Poet **Royal Kent**, and composer **Wendy Loomis**



Tuesday, April 7

Michelle Tea presents **RADAR: An Evening of Edgy Literary Performance** from San Francisco's Underground



Tuesday, April 14

The wordWind chorus performs with **q.r. hand jr.** (poetry, voice), **lewis jordan** (saxophone, poetry, voice), and **brian auerbach** (poetry, voice)



Tuesday, April 21

From San Francisco to Europe & Back: former San Francisco Poet Laureate, painter & translator, **Jack Hirschman** performs with Swedish-born San Francisco Poet, **Agneta Falk** and special guest, **George Long** on saxophone



Tuesday, April 28

Herb Caen called her "The Beat Generation Goddess" — **ruth weiss** performs with **Doug O'Connor** (acoustic bass), **Rent Romus** (saxophone), and **Hal Davis** (percussion)



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FIRST PERSON

Reading With Ms. Nancy

A volunteer finds the joy of helping children

By NANCY ROTH

HAVE YOU struggled with making a meaningful decision about a volunteer path? It has to be the right one, yes?

After I retired from my banking career, I took a while to give this some thought. An unfortunate incident with a huge Siberian Samoyed and two tiny fuzzy yippers made me realize that dog walking wasn't going to cut it. After considering various other ideas, it occurred to me that my background with English, plus my experience with tutoring and writing and editing articles about hiking, should come into play. That's when I discovered the joy of helping children — kids who are already behind in elementary school — develop reading skills.

Experience Corps Bay Area, which began as a pilot project 20 years ago, became my vehicle to this life changing process. And the lives changed included mine as well as those of the kids. The experience has opened up an entirely new part of my life. Working with students under the guidance of the program's ongoing training has given me something I never had: experience with children.

I have no kids, no nieces or nephews. I never even baby-sat. Suddenly, there are

second and third graders grabbing my leg and begging to read with Ms. Nancy. What was once a sea of strange little creatures has become for me a land of precious young students from every possible ethnicity and economic circumstance.

My year and a half of service has been at Rosa Parks School, located where the Fill-



Helping kids learn to read.

more meets Japantown. This has been a highly rewarding placement, since I work with some kids whose first words were in Japanese. Seeing a little boy or girl evolve from silence to smoothly reading and chatting in English and telling stories stimulated by books is a real gift.

The program is looking for people 50 and older to act as tutors and mentors and help increase the literacy skills of students in kindergarten through third grade. Tutors are asked

to commit to volunteering four hours a week. They are paired with children reading below grade level at the beginning of the school year.

The program currently partners with 11 elementary schools throughout the city, including three in the neighborhood: Dr. William L. Cobb School at 2725 California, John Muir School at 380 Webster and Rosa Parks School at 1501 O'Farrell.

For more information, go to the group's website at experiencecorpsbayarea.org.

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Turning a Mudflat Into a Spectacular World's Fair

► FROM PAGE ONE

Only nine years earlier, refugees camped in the same spot would have thought such grandeur impossible. Peering from their flimsy, rain-soaked tents, they would have viewed a muddy plain with scattered buildings, an ironworks, a 70-acre tidal lagoon and an isolation camp for those seriously ill in the wake of the Great Earthquake and Fire of 1906.

Indeed, in the days following the dual calamities, the idea of building a dream city and inviting the world to see it would have seemed preposterous. San Franciscans, faced with the reality of 2,600 acres of ruined metropolis, had more immediate needs.

In the midst of this squalor and terror, however, local leaders, who had conceived the idea for a world's fair years before, saw the Panama-Pacific International Exposition as a possible linchpin of recovery. As the wreckage was cleared away and reconstruction commenced, they revived the idea less than nine months after the cataclysm.

To succeed, San Francisco had to surmount multiple additional obstacles — a battle with New Orleans over the right to host the celebration, a contentious site-selection process and the special challenge of construction on land deeply submerged beneath San Francisco Bay at high tide.

Harbor View, a natural amphitheater of a little more than 600 acres on the north shore of the city, was bounded by Lombard Street on the south and by Van Ness and

the Presidio on the east and west. Backers of Harbor View pointed out that its 8,000 feet of unobstructed, nearly level shoreline would provide not only easy access for pleasure craft and ferries but also a convenient landing for building and exhibit materials. The site provided superb views of the bay, its islands and Marin County, and it was protected by the hills and forests of the Presidio, which together provided a climate advertised as "the best that San Francisco has to offer."

Harbor View also was the closest to the city's center of population. "Twenty-five thousand people can walk to Harbor View," proclaimed one pamphlet, which further pointed out the large pool of potential employees near the site. Three streetcar companies already served the neighborhood, and the city engineer's report said a fair there would be the least costly to construct. Perhaps most persuasive to a city a mere five years removed from the 1906 disaster was the fact that Harbor View's waterfront location offered the best fire protection.

The director of color's work was emblematic of the myriad complex design problems that were addressed simultaneously as the planning of the fair and preparation of the site proceeded on multiple fronts. The Exposition Company began sometimes contentious lease negotiations and started clearing existing structures from the land. Meanwhile, architects, artists, engineers and landscape designers bent



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over their drafting tables to create plans for the palaces, sculptures, murals and gardens of what was effectively a complete city in miniature.

While Harbor View was not densely populated, it was by no means empty. The property on which the exposition would be built was the site of more than 400 buildings — many with murky titles — on 200 parcels held by 175 different owners. The structures varied in size and function — from a 50-unit apartment building to the Fulton Engineering and Shipbuilding Works — and all would need to be cleared. Owners of the land could either arrange to have their structures moved, demolished or sold to the Exposition Company, which

was authorized to pay as much as \$500 above the assessed value.

For most of the site, the exposition bought the buildings but merely leased the land. Only 12.26 acres of the 635 total were purchased by the exposition. Forty structures were moved, the rest wrecked and salvaged piecemeal.

The central portion of the plan was strongly Beaux-Arts, featuring defined axes, symmetry, uniform cornice heights and a neoclassical planning vocabulary including fountains, reflecting pools, parterre gardens, colonnades and monumental statuary.

A system of palaces and courts was

devised in which the eight central palaces were similar in plan but differed in facade detail and were separated by grand courts. Each was to be designed by a different architect. Three main avenues split the block north-south, and one east-west. In the formal gardens south of these palaces and courts, two domed structures faced each other across fountains and neatly patterned flowerbeds.

There was one other feature of the Harbor View site that made a coherent, formal plan desirable. It was the first American world's fair that could be easily viewed from above.

As the merry-makers in funicular streetcars tipped over the vertigo-inducing grade of the Fillmore Street hill, they saw below the grand entrance to the fair, a seemingly solid wall of dark green more than two stories high and running four city blocks along Chestnut Street. Over the main gates at Scott Street, the barrier leapt upward into nine undulating, 36-foot-high arches. Closer still, this portal was revealed to be an impossibly vertical hedge of a small variety of ice plant across which spread a blush of starlike pinkish-purple flowers in season.

This "hedge fence" was the brainchild of John McLaren, chief of landscape gardening, who had been the superintendent of Golden Gate Park since 1886.

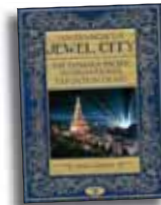
Over the course of the exposition, the flowers in the parterres were changed several times, and were coordinated with Jules Guerin's color scheme. The number of changes depended on the locations and the lifespans of the various blossoms. In the south gardens, spring pansies and daffodils were succeeded by red and yellow tulips, then finally begonias of ethereal cotton-candy pink. The rotation of just these beds required more than 250,000 plants.

The gardens bloomed continuously, as if by magic. One journalist wrote: "To John McLaren, nothing is impossible."

Even the guests' sense of smell was considered. The Court of Palms featured a selection of fragrant shrubs like myrtle, lavender and verbenas, while violets sprinkled on the margins of the Palace of Fine Arts lagoon breathed their sweet, velvet fragrance into its shadowy glades.

When the first work of dredging and filling began on the PPIE site, its design team had less than three years to turn a mudflat into a spectacular world's fair. It was a task of vast and detailed scope. It required gaining permission to use land owned by the government and private citizens, filling hundreds of thousands of cubic feet of waterlogged bay front, and agreeing on the best configuration of buildings.

Though architect Willis Polk provided some early drama, the cooperation between some of the top architects, artists and sculptors of the era was one of remarkable amity considering the stature of the men representing professions that demand strong opinions. From those creating the sculptures on the topmost towers to those determining the smallest blossoms in the flowerbeds, they worked together to prepare a visual feast that would be served to the world starting on February 20, 1915.




Excerpted from San Francisco's Jewel City: The Panama-Pacific International Exposition of 1915 © Laura A. Ackley, published by Heyday Books.




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2945 Baker St #1	0	1	0	253	87	2/6/2015	359,000	357,000
2025 Broderick St #6	1	1	1	677	7	1/21/2015	598,000	680,000
2051 Scott St #403	1	1	0	n/a	21	2/2/2015	799,000	830,000
2401 Jackson St #6	3	2	0	1,500	111	1/30/2015	1,250,000	1,175,000
2244 Greenwich St	2	2	1	973	14	2/6/2015	1,195,000	1,360,000
2919 Pacific Ave #9	2	1	1	n/a	21	1/23/2015	1,198,000	1,465,000
2878 Washington St	3	2	1	1,956	61	1/16/2015	1,649,000	1,570,000
1501 Filbert St PH #7A	2	2	1	1,132	67	2/2/2015	1,525,000	1,575,000
1501 Filbert St #5C	2	2	1	1,130	20	1/30/2015	1,695,000	1,600,000
1925 Pacific Ave #6	3	2	1	1,616	46	2/2/2015	1,675,000	1,800,000
1990 Green St #401	2	2	1	1,500	6	2/10/2015	1,595,000	1,880,000
2785 Jackson St #4	3	3	1	1,901	19	1/28/2015	2,000,000	2,250,000
1501 Filbert St #5G	2	2	1	1,170	5	1/27/2015	2,595,000	2,500,000

Tiny space, big price per square foot



Even those who don't need much living space will still pay a hefty price per square foot to own a property in the neighborhood, as one recent homebuyer could attest.

In early February, a studio unit at 2945 Baker Street (left) sold for \$357,000 — a transaction that initially looks like a bargain, considering that the January median sales price for a condominium in the Cow Hollow, Pacific Heights, lower Pacific Heights and Presidio Heights neighborhoods was more than \$1.1 million. But with just 253 square feet of living space, including a kitchen and a bathroom, the buyer paid \$1,411 per square foot for the diminutive condo. That price is actually in line with smaller-unit pricing in some parts of the city, where every inch of space has become precious and commands a higher dollar amount than it would in larger property sales.

Also notable is the slowdown in single-family home sales locally, with just one property in the neighborhood changing hands between mid-January and mid-February, compared with five in the same period last year. The sluggish sales volume, a consequence of low inventory, could signal a challenging year ahead for local homebuyers, especially because mortgage rates began rising in February.

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

Hunters Point Shipyard Phase 2 and Candlestick Point

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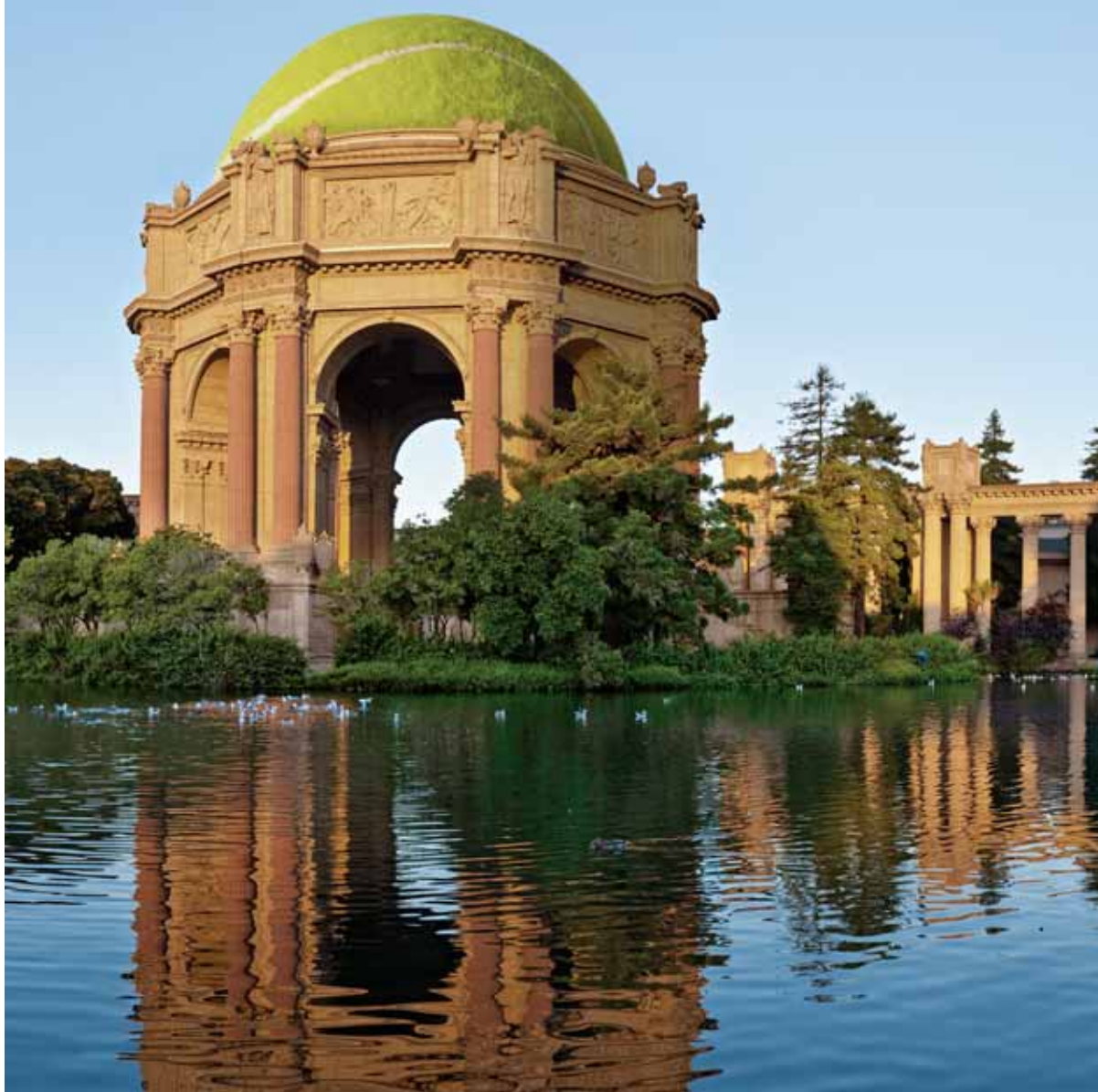
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