

THE NEW FILLMORE

SAN FRANCISCO ■ JUNE 2016



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Conjuring a musical moment

Poster by
ALAN FORBES

Rock and roll impresario Bill Graham helped launch a new era in both music and performance when he began presenting shows at the Fillmore Auditorium in the '60s. He also helped launch a new art form by commissioning artists to create posters to promote the shows, a practice that continues today.

In London or Paris, Perhaps

‘There is nothing else like it in S.F.’ say developers of The Pacific condos

By CHRIS BARNETT

REAL ESTATE RUMORS are rampaging in Pacific Heights about the new luxury condos being built at 2121 Webster Street, formerly a dental school, now christened The Pacific.

■ Evan Spiegel, the 26-year-old CEO of the hot new social media site Snapchat — youngest billionaire on the Forbes 400 and the main squeeze of Australian actress Miranda Kerr — bought all four grand penthouses for \$58 million or so and is combining them into two huge homes that open onto one another.

■ Peter Buffett, son of mega-investor Warren Buffett and a former resident of the neighborhood — and a songwriter, composer and creator of commercials and logos for MTV and CNN — scooped up two grand penthouses to link into a single aerie with a killer view.


■ Actress Michelle Pfeiffer and her television writer-producer husband David E. Kelley (*L.A. Law*, *Ally McBeal*, *Boston Legal*, among others) bought two grand penthouses and are moving up from the Peninsula to the city.

■ Actress and social crusader Susan Sarandon toured and purchased; superstar Gwyneth Paltrow stopped by for a look.

The two-story “grand penthouses” are the crowning jewels of The Pacific, formerly the University of the Pacific’s Dugoni School of Dentistry at Webster and Sacramento, being transformed, with shrewdness and stealth, into San Francisco’s most coveted condo address on the city’s north side with 76 homes of every size, shape and square footage imaginable — including 12 to 14 foot ceilings.

It may be the priciest ticket in town — at least for the moment. The 4,000-square-foot penthouses on top of the tower are said to be priced at \$12 million to \$17.5 million apiece, plus a monthly homeowner’s fee that, so far, hasn’t been disclosed. One level below, seven smaller units, also called penthouses, are reportedly priced between \$6 million and \$12 million. In July, a block of 18 condos with two model units are being unveiled for a price tag said to start “in the fours.”


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UPFRONT

It's Our 30th

IN JUNE 1986, founding editor and publisher David Ish published Volume 1, Number 1, of the *New Fillmore* — the premiere issue. The name was a bit of a joke. The Fillmore had forever been reinventing itself, from its roots as a Jewish neighborhood, then a Japanese neighborhood, then the Harlem of the West, which sported the New Fillmore Hotel and the New Fillmore Theater. The early '80s brought another new era as upper Fillmore began to emerge as a bustling shopping and dining district and the surrounding area became an ever more desirable place to live.

We took over the newspaper in June 2006, so this issue also marks our 10th anniversary. It has been an eventful decade. As Fillmore Street has been transformed into a coveted location for international fashion and cosmetics brands, many of the one-of-a-kind shops and essential services that made it so attractive have been squeezed out. The street, in some ways, has become a victim of its own success.

Yet this neighborhood remains a wonderful place to live, with a rich history, a vibrant economy and many tales to tell. Thank you for inviting us into your homes every month.

BARBARA KATE REPA ■ THOMAS R. REYNOLDS

DEAR BARBARA AND THOMAS,
GINNY AND DONNA –

When the *New Fillmore* arrives at my home, I drop everything and read it from cover to cover. The recent [May] issue that carried stories of Soko Hardware, with which I grew up, and St. Mary's Cathedral, which I watched being built, finally prompted me to write you to tell you that you are the best newspaper in the city. I subscribe to the *Chronicle* and the *New York Times*, but the *New Fillmore* tells me more. The crime section, the homes sold section and the ads — remarkable!

I am cutting out "A Modern Cathedral Celebrates 45 Years" and sending it to Sister Mary Joseph of the Trinity (the former San Franciscan Ann Miller), who is at the Carmelite Monastery in Illinois. She had a great deal to do with building the modern cathedral.

Brava and bravo to you for producing this stunning publication.

ELLEN MAGNIN NEWMAN

■

Thank you for keeping the *New Fillmore* in circulation. I live in the neighborhood, read it, frequent all the local establishments and love getting accurate updates.

Your paper is valued, read and enjoyed by so many in the neighborhood. Love the crime reports, stores opening and closing, park updates and local happenings. It's probably a lot of work and maybe a money loser, but please keep up this informative paper.

I especially liked the article about the new cathedral, as my old roommate and husband, still married happily in Portland, Oregon, were the first couple to marry there. Sent it to them. All best wishes.

KATHY KENNEY
RETIRED R.N. FROM CPMC

■

I just wanted to check in about your article regarding Alta Plaza ["Plan for Alta Plaza Park: Go Lightly," May]. I have the understanding there was some misinformation about funding.

At this time, design for the north side of the park, the North Side Water Conservation Project, has begun. The project is funded through the SFPUC Large Landscape Grant Program and the voter-supported 2012 Clean and Safe Neighborhood Parks Bond. The scope of the project includes replacement of the old and inefficient irrigation system and installation of low maintenance, drought resistant landscaping as laid out in the master plan.

In conjunction with this work, SF Rec & Park will install French drains around much of the park's perimeter to eliminate the water leakage onto the sidewalks, together with replacing badly deteriorated north side pathways, funded through the city's general fund.

Construction is scheduled to commence in the fall of this year, with an estimated completion in Spring 2017. At this time, there is a lack of funds necessary to fully complete the entire north side. Friends of Alta Plaza Park will be reaching out to the community to help fund the \$1.5 million shortfall.

JOEY KAHN
RECREATION AND PARK DEPARTMENT

THE NEW FILLMORE

newfillmore.com


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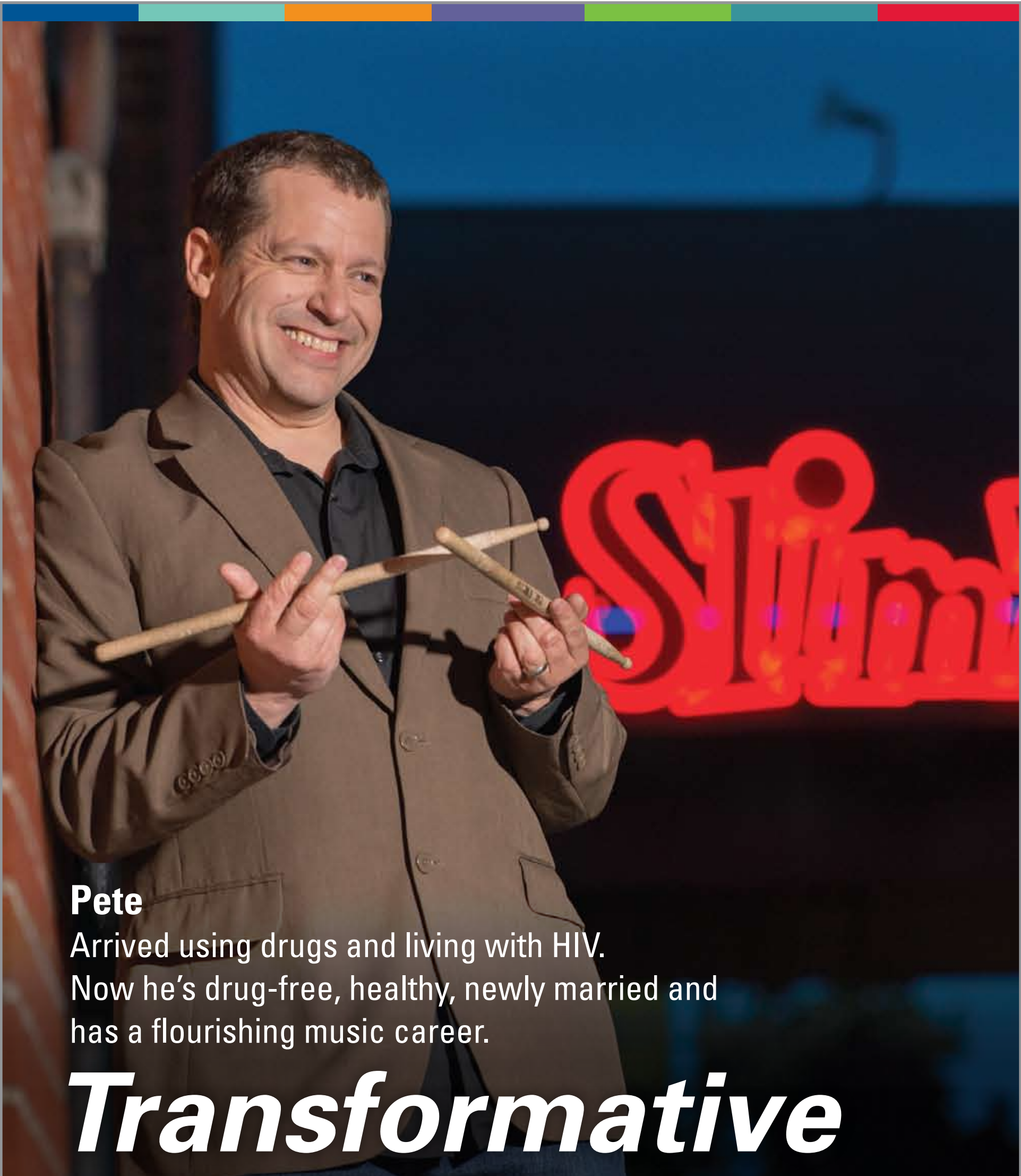
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Connecting the neighborhood

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



Pete

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6:30 & 8:00 am & 5:30 pm

SATURDAY

7:40 am Rosary, 8:00 am Mass

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The church is open for prayer all day
and into the early evening.

Liturgy of the Hours (Daily)

Morning Prayer 7:15 am/Sat 8:00 am

Evening Prayer 5:00 pm

Reconciliation Sat 5:00 pm,

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CRIME WATCH

Robbery With a Gun Sutter and Steiner

April 11, 12:05 a.m.

A man walking on Sutter Street was approached by two men wearing ski masks. Both carried air guns. They told the man not to scream, then demanded his phone and wallet. He complied. The suspects then got into a waiting vehicle and sped east on Sutter Street. The robbery victim ran to his apartment and called the police, giving them a description of the suspects and the car. Officers spotted the car at Arguello and Geary and conducted a felony stop. The men in the vehicle were detained. Officers found the victim's phone inside the car, along with two ski masks and air guns. The vehicle was towed and held for evidence and all four men were booked at county jail.

Theft by Trick or Device Divisadero and Pine

April 13, 3:38 p.m.

A woman walking on Divisadero Street was approached by a woman asking for directions to Post Street. A moment later, a man pulled up alongside them with a bag of money. He asked both women to be witnesses to the fact that he had "found" the money bag. He said he was an investment banker and promised if they invested with him, they would both make a lot of money.

The man then drove the women to a bank, where he told them he needed to talk to his boss, then came out again with even more money. He told the women they would each need to hand over \$8,000. He drove one of them to her bank, where she withdrew the money. The woman who had asked for directions handed over the same amount.

He then dropped the targeted woman off on Pine Street, telling her to meet him at a nearby restaurant in an hour, while his partner stayed with him. When the man did not show up, the woman realized the two were working together and she had been scammed.

The male suspect is black, from 30 to 40 years old, about 6 ft. tall and weighing around 200 lbs. He is clean-shaven, with short hair, wearing a dark business suit.

The female suspect is black, from 40 to 50 years old, about 5 ft., 3 inches tall, weighing around 180 lbs.

Battery With Serious Injuries Fillmore and Geary

April 15, 12:05 p.m.

Officers received a call about an assault on the 22-Fillmore bus. When they arrived, they found a man who had a two-inch gash above his right eye and a chipped front tooth. His attacker had fled.

The injured man told the officers he had been sitting on a very crowded bus, with the suspect sitting across from him, his bags

spread over an empty seat. After standing up and giving his seat to an elderly man who had boarded the bus, the man who was attacked stood near the suspect, holding on to the pole. When the bus stopped, the man with the bags jumped up and punched the other man in the face with a closed fist, causing his head and mouth to hit the pole.

The man who had been struck gave the officers a description and police spotted a man who matched it getting on another Muni bus. The officers followed the bus and stopped it, then took the assailant into custody. He was booked at county jail.

Robbery Divisadero and Turk

April 19, 10:24 a.m.

A woman was sitting on a Muni bus when a man grabbed her purse at a stop and tried to jump out the door with it. The woman put up a struggle, but eventually the man overpowered her and fled with her purse. The woman got off the bus and chased him, following him until she spotted a police car and flagged it down.

She described the man as a black male in his 30s who was not wearing a shirt. Officers searched the area and found the man lying down next to a bush. The woman's purse was on the ground near him. They detained him without incident, and the purse and its contents were recovered.

A computer check revealed two outstanding felony warrants for the suspect for robbery and elder abuse. Because he had an eye infection, officers called medics to transport him to the hospital for treatment before he was taken to county jail.

Burglary of a Vehicle Laguna and Geary

April 19, 11 a.m.

A man left his cell phone in his unlocked truck and went into a customer's house to do some work. When he returned, the phone was missing. He asked his partner to help him track his phone and call the police.

The tracker indicated that his phone was just down the block on Laguna. The man located the suspect, who was holding his phone, and detained him until police arrived. A computer check revealed an outstanding warrant for the car burglar's arrest. Officers retrieved video footage of the incident and transported him to Northern Station.

Stolen Vehicle Geary and Broderick

April 20, 3:40 p.m.

A driver returned to his car, which was parked on Geary. His passenger started to get in first, but jumped back when he saw a stranger wearing a hat sitting in the driver's seat. As the car's owner approached the driver's side door, the man inside started



Concert

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the engine and threw the car into reverse, driving backward on Geary, then turning onto Broderick. Police were unable to locate either the suspect or the car. The matter is under investigation.

**Malicious Mischief, Vandalism to Property
Divisadero and Post
April 23, 10:55 a.m.**

A hospital security guard saw a woman forcibly extracting flowers and plants from the display in the front of the building. The guard shouted at her to stop. The woman turned around, kicked his legs twice and slapped him across the face. With the help of other security officers, the guard subdued the woman. He then called the police.

Police took custody of the woman and the security officers signed a citizen's arrest form. The police took photos of the damage, then transported the woman to Northern Station, where she was cited for vandalism.

**Robbery Attempt with Knife
Bush and Franklin
April 25, 6:42 p.m.**

Officers on patrol saw two men fighting on a street corner. They stopped and questioned them. One man stated he was walking with his iPhone when the other individual approached him with a knife in his hand and said, "Give me what you got." Suddenly he grabbed for the backpack the man with the iPhone was wearing, and both fought for it.

A computer check revealed an outstanding warrant for the suspect's arrest. He was transported to county jail.

**Burglary of Vehicle
Fillmore and Pine
May 1, 7:50 p.m.**

Two plainclothes officers heard dispatch broadcast details of a nearby auto

burglary. The officers spotted a beige Lexus matching the description of the suspects' car traveling southbound on Steiner. The officers followed it, pulled in front of the car and stopped it, then took custody of the driver and the passenger. A search of the suspects revealed a small flashlight and a window punch device used for breaking car windows.

The officers found the items reported missing in the suspects' car. One man had a suspended license and the other had an outstanding warrant for her arrest. They were transported to county jail and their vehicle was towed.

**Robbery with Force
Fillmore and Turk
May 5, 2:37 p.m.**

Officers spotted a man on the street matching the description of a suspect wanted in a robbery that had occurred the day before. They took him into custody and walked him to Northern Station. He was wearing the same clothing he wore when he committed the burglary, so officers seized the clothes for evidence. Then he was transported to county jail, where he was booked.

**Robbery with Force
Geary and Broderick
May 19, 10:58 p.m.**

A woman got off a Muni bus and realized the man who got out with her was following her. She was walking westbound on Geary when she noticed two men standing at Geary and Broderick. The man from the bus grabbed her arm and shoulder while one of the men grabbed her phone out of her hand. The woman stated she believed the third man was acting as a lookout. The suspects then ran northbound on Broderick, toward Post. The matter is being investigated.



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To join San Francisco Village or learn more about the benefits of becoming a member, please attend one of our upcoming meetings in your neighborhood.

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2:30 – 4:00pm

Unity SF
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Learn more at www.sfvillage.org



Salon offering seasonal skin care with Chinese herbs

ADDISON SALON at 2321 Pine Street, just off Fillmore, is now also the showroom for a new line of handcrafted skincare products, 5YINA, that marries Chinese medicine and modern science. Offered for all skin types, its complexion oils are formulated to reflect the essence of each season and address the varying skin issues that arise because of changes in weather and the environment.

Company founders Ervina Wu and Angela Chau — both licensed practitioners of traditional Chinese medicine — launched their initial line of products last year, after more than three years of researching, testing and tweaking the ingredients, mostly Chinese herbs. The two met when Wu became smitten with a lip balm formula Chau had perfected, now part of the 5YINA line.

“We eat seasonally and change our wardrobes with the seasons,” says Wu. “We should do the same with our skin.”

According to Chinese medicine philosophy, “the fifth season” represents the transitional weeks between the four seasons of the year — thus the “5” in the product name. The rest is a combination of harmony (yi) and beauty (na).

5YINA offers a beauty oil for each of the four seasons (\$145 for one ounce), as well as the lip balm (\$28) and a mask (\$20) good for use all year long.



BODY & SOUL

Survival of the Fittest

Facing a rent hike, a small local health club rethinks its strategy

PACIFIC HEIGHTS HEALTH CLUB has always been a harbinger of the times. The club, at 2356 Pine Street just off Fillmore, opened in 1984 to men only. The entranceway was plastered with a 12-foot tickertape — a nod to owner Ken Lapan, who was also an attorney and stockbroker. Members were given free half-hour massages — and attendants opened the lockers and handed out towels. There were only six health clubs in all of San Francisco then.

In 1990, David Kirk, a former fitness trainer and sales manager at the club, bought the place, refashioning the front to include an all-women facility. It wasn’t until 2002 that the exercise spaces were combined and members of all genders were allowed to sweat and roam freely.

In the late ’80s, John Kennedy Jr. set many local hearts atwitter when he worked out in the club while he was staying in the neighborhood. It was around the same time he was named *People* magazine’s “Sexiest Man Alive.” (He also reportedly benchpressed 225.)

In 2004, Kirk sold the club to Amy Lang, a refugee from the corporate world. The place retained its quirkiness, including a weight room with a retractable ceiling for *al fresco* fitness. Under Lang’s stewardship, locals soon regarded it as a place they could slip in to work out without designer workout wear or already-bulging biceps.

This month, Lang announced still another metamorphosis of the club. She’s doing away with yoga and Zumba classes and focusing on small group classes and Pilates — a combo she hopes will attract the burgeoning crowd of residents in the “50 and older” range.

Pilates equipment has already been moved into what was the sparse and spacious room upstairs that was used for yoga and Zumba classes, and new class times and

workshops herald the taste of things to come. She recently discussed the changes.

So yours is not the story we have come to expect, with the landlord putting the squeeze on a small neighborhood business?

Our old lease was up on May 31. We’ve renegotiated through June and are still working out terms for the future. But it’s not fair to make the landlord the bad guy. A landlord will ask for what the market will bear. As a business owner, it’s up to me to figure out the business.

So what prompted the changes you’re making?

The lease renewal and looming rent increase really made me take a hard look at the business. I think we all have a tendency to want to hang on to the charm of the past. But after 12 years, I wasn’t sure I wanted to renew the lease. I did a lot of soul searching, trying to figure out why I became a small business owner to begin with. The responsibility of taking care of staff and club members can weigh heavily sometimes. I also had to take a hard look at the numbers, and ask myself if there was a better way to use the space we have.

What did all of that introspection reveal?

I realized we were trying to do a little of everything at the club, and it hadn’t really been working. But failure is the opportunity to begin again — and this time I want to do things more intelligently. While working at building a health club, I lost my focus a little. I forgot what my goal was when I originally took over the place.

I was working at Yahoo, my last corporate job, and I remember reading that the rate of obesity had quadrupled — and also about the rising rate of health care for Baby Boomers. I was really taken by that. I had also gained about 15 pounds. That’s when I finally



THE FUTURE OF THE PAST

MUMMIES AND MEDICINE

Ancient Egypt meets modern medicine in this exhibition that makes use of state-of-the-art scientific techniques to explore two of the Fine Arts Museums’ mummies. An interdisciplinary team of scientists, Egyptologists, physicians, and museum curators and conservators presents new information about how these embalmed individuals lived, died, and were prepared for eternity.

MAY 14, 2016—AUGUST 26, 2018

Legion of Honor
LINCOLN PARK

Image: Coffin of Irethorrou (detail), Egyptian, Akhmim, ca. 500 BC. Wood with polychrome. FAMSF, Gift of First Federal Trust Company (from the Estate of Jeremiah Lynch), 42895

decided to ask a personal trainer for help, and I saw a new world. I lost weight, and I got stronger and fitter. I also got the confidence to take over this business on my own. I wanted to help other people discover what I discovered.

And you’ve decided you want to keep doing that?

I have. But I also knew that if I was going to renew the lease, we needed a business model that would allow us to not only survive, but thrive. We have to differentiate. And so we’re going to focus on baby boomers and seniors.

I’ve also decided to play to our strengths. It’s an intimate space and very much about community. It’s ideal for personal training, both private and small group formats. The failure rate for big box gyms is that after a year, 89 percent of the clients fall away. I know we can beat those bad odds. The new focus will be on small group classes combined with Pilates, so the memberships will cost more. But the retention rates will be higher. We’re converting the yoga room upstairs to Pilates to accommodate the changes.

But yoga seems to be enjoying a resurgence in popularity lately. Why did you decide to do away with those classes?

With all the yoga studios in the neighborhood, especially with the addition of the Iyengar Institute of San Francisco, the neighborhood is saturated. I didn’t see how our program could grow. I decided we needed to follow in the footsteps of International Orange and discontinue our yoga classes. Honestly, I think Mindful Body, YogaWorks and the Iyengar Institute have a superior product. Competing with them is not a battle Pacific Heights Health Club is going to win.

On your website, you are refreshingly open about encouraging yoga students to go elsewhere.

I meant it. The hardest thing was to eliminate so many classes at one time. But I realize we can’t be everything for everybody. Some of the clients got disappointed and left, and I can’t blame them. They were promised one thing when they joined, and now that’s changed. My hope for them is that a year from now, they will see this as an opportunity — a way to find the best fitness program they can. We were able to help find one of the



Sign of the times at the Pacific Heights Health Club.

yoga teachers a spot teaching at the Mindful Body nearby — and at the same time she taught at our club.

More community?

Yes, and small group training can really help build a sense of community, too. It’s already started to happen. There was one person in a class last week who said he was interested in trying Pilates for the first time. There was a Pilates class starting in a half hour — and three of his classmates went with him. That was magic.

We’re also planning to partner with the neighborhood Community Health Resource Center — especially when it comes to topics such as diet and nutrition. I’m also thinking of workshops on stress management, pain management and self care, as well as specialized offerings, such as “Pilates for Golfers” and something like “Strength Training for People With Bad Knees.” If a goal is to

increase exercise knowledge, I want to provide that.

What special needs do you see for the older clients you’ll now be targeting?

And as we get older, there is cumulative wear and tear on our bodies. Pilates is a natural way to maintain flexibility and core strength. And the small group trainings allow for personally tailored cardio and strength training exercises. It’s a combination program, and that’s what will set us apart.

My dad’s a good example. He’s 76 and loves to play golf — but he’s afraid of falling. For my parents, staying fit and strong means they can enjoy retirement, play with their four grandsons, travel, play golf with their friends, live independently — and not worry about falling.

How will you coax the new older crowd in the door?

We’re already seeing lots of new faces walking in asking for training, new faces that are 50- and 60-something. These are people who have historically been intimidated by gyms, people we haven’t reached before. My staff is excited. I’m thrilled.

We’re also appealing to that market by saying: “Try this. You might like it,” as opposed to “You must do this.”

I think the expression “differentiate or die” is pretty accurate. If we don’t figure out a way to adapt, the risk of Pacific Heights Health Club going the way of so many other small businesses that have disappeared from the Fillmore neighborhood is pretty high. Time will tell if this new approach is successful.

What else will change?

We’ll be getting some new carpeting and doing some painting. But many things will remain. Some clients prefer one-on-one training, and we’re keeping that. We’re also keeping our physical therapists, who offer another important component of good health. I’ll even be adding a physical therapist or two, since there’s a waitlist to see our therapists now. That’s been the good and bad news for us in the past.

You’ll be keeping that skylight, too?

Absolutely. That’s one of the things that makes the place special.



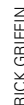
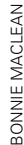
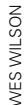
Jim Smith doesn’t like to sit still for long, and neither does his best friend MacDuff. Good thing they live at The Sequoias. Jim loves the central location, city views and delicious menu choices. MacDuff loves the Pet Club Dog Park and the walkable neighborhood. When it comes to The Sequoias, one thing is certain. No one has to tell them to stay. Call Alison at (415) 351-7900 to learn more.


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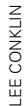


Bill Graham's posters for the Fillmore Auditorium
created a new art form that continues today

THE FIRST ARTIST to create posters for Bill Graham was Wes Wilson, who was a partner at the shop that printed the flyers for the Mime Troupe parties. He also created posters for the Family Dog, but said he found more freedom with Bill Graham.

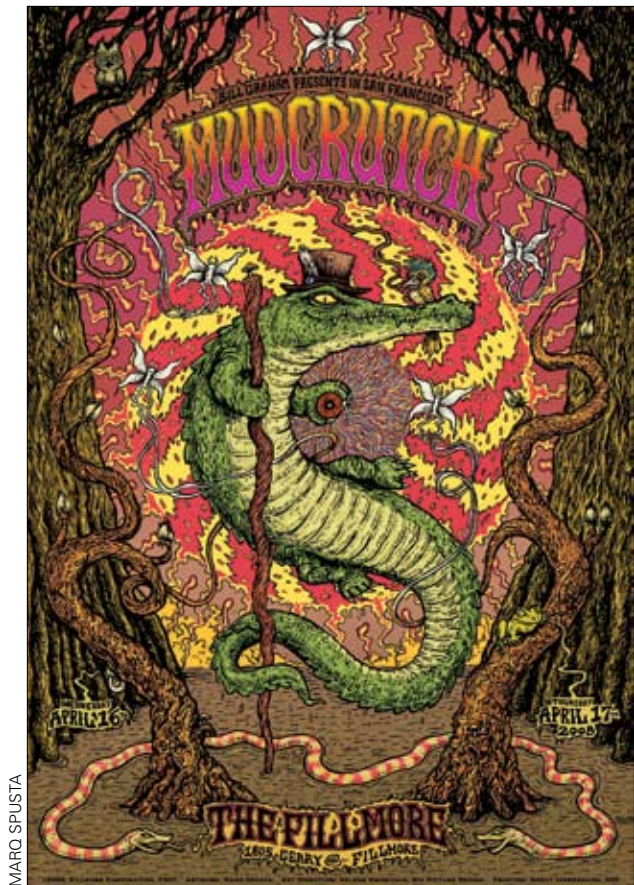
Alton Kelly and Stanley Mouse were two like-minded souls who met in San Francisco and collaborated on many posters for the Fillmore and the Family Dog. Kelly liked coming up with irreverent or humorous found images, like the *Ziz-Zag* man, which Mouse would encase in fluid lettering. Stanley Mouse also has had a remarkable

LEE CONKLIN

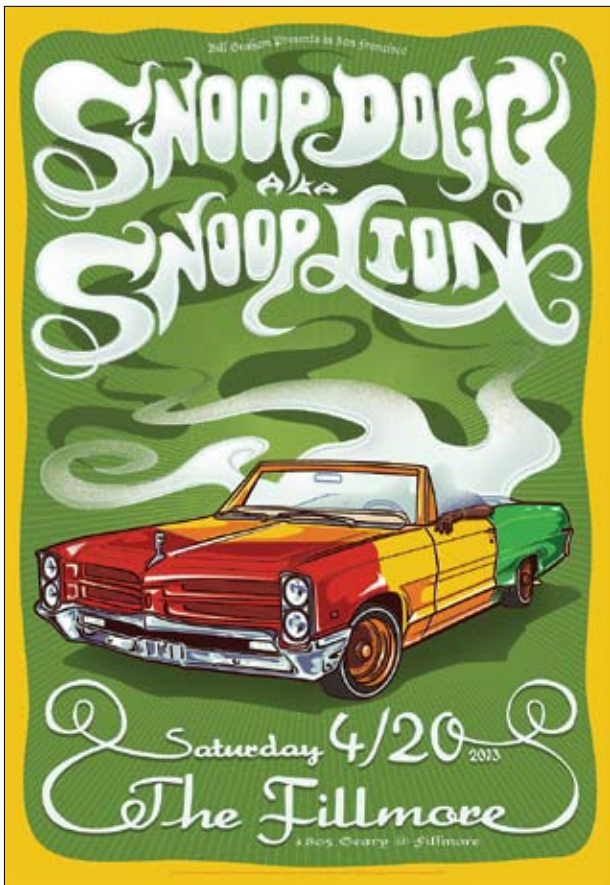


Sheba
PIANO LOUNGE

Unlike the early posters, which advertised shows, the new commemorative posters are given out to patrons as they exit.



MARCO SPUSTA



DEREK STUDEBAKER JOHNSON



MATTHEW FLEMING

CONTEMPORARY POSTERS © FILLMORE CORPORATION

solo career, creating iconic posters, album covers and band logos for the Grateful Dead, Journey, Santana and innumerable other bands.

Next came Rick Griffin, who grew up in Southern California. He was a surfer who loved doing airbrush art on motorcycles. He became a staff artist for *Surfer* magazine and even developed a famous character, Murphy. He made only eight posters for Bill, but they were quite the eight. One of them, the Jimi Hendrix flying eyeball, is arguably the most iconic Fillmore poster of all.

THE ARTISTS AND printers were true collaborators. The artists drew their art in pen and ink and added a tissue overlay showing color specifications. The printers would then make acetate overlays and burn plates to drop in the color as the artist wished. Most of the posters were printed at Tea Lautrec Litho in San Francisco, owned by Levon Mosgofian, on large sheets of paper that included matching handbills and sometimes even tickets for the show.

San Francisco artist David Singer made 66 posters between 1969 and 1971. He told me he was lucky enough to have a meeting with Bill to show his portfolio of collage art. Bill set them up around his office and studied them for a long time and then assigned the next 12 Fillmore West posters to David. His style was very clean. Bill was thrilled — finally — to have relative readability on his posters. David made the poster for the closing week at the Fillmore West.

Local artist Randy Tuten also made many posters for Bill in the '70s and '80s. He told me he always dealt with Bill directly and that Bill was generous in letting him do as he pleased. Randy's Led Zeppelin poster featuring a large avocado is well known for its charm and whimsy.

Randy also worked for years hand lettering the newspaper ads for Bill Graham Presents.

Almost 300 posters were created in the BG series between 1965 and 1971.

LIKE RANDY TUTEN, I made newspaper ads for Bill Graham Presents before becoming art director in 1985. Since The Fillmore reopened in 1988, there has been a steady stream of the new "F" series Fillmore posters, except for the years 1989 to 1994, when The Fillmore was closed for renovations after the Loma Prieta earthquake.

We have surpassed 1,400 posters in this new "F" series. Unlike the early posters, they are not used to advertise upcoming shows, but are commemorative only. They are given out to patrons as they exit the show.

An integral group of people is involved with every poster. Michael Bailey books the shows at The Fillmore and initiates the posters. I assign and shepherd them through the process. Poster artists create the art. Keith Bjorkman of Zebra Graphics makes certain the digital files are constructed properly for printing. All of our 13-inch by 19-inch posters are printed by Bob Cook's Great Impressions — and through hell and high water, we have never missed a deadline.

For everyone involved, the posters are a labor of love. Every Fillmore poster conjures up a musical moment in time for the people who were there — or wish they were.

For 20 years, Arlene Owseichik was art director of Bill Graham Presents, creating nearly 1,000 posters for The Fillmore and other venues. She continues, now through her firm Big Picture Design, to create posters for The Fillmore.

■ LOCAL HISTORY

Bill Graham and the Rock & Roll Revolution



MICHAEL ZAGARIS

Through July 5, an exhibition at the Contemporary Jewish Museum is celebrating legendary rock impresario Bill Graham, whose career in music was launched when he began presenting concerts at the Fillmore Auditorium at Fillmore and Geary. Later he converted Winterland, a

former ice skating rink at Steiner and Post (left), into a second neighborhood concert hall.

Graham helped promote the careers of some of the biggest names in rock, including the Grateful Dead, Santana, Janis Joplin and many others.

The exhibition brings together 250 objects, including memorabilia, photographs, psychedelic art and concert posters — plus the original apple barrel that greeted concertgoers at the Fillmore Auditorium.

For more information, go to thecjm.org.

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For Buyers With Cash, Condos Promise Cachet

► FROM PAGE ONE

None of the celebrity buyer rumors — nor the prices — have been confirmed.

Snapchat's Spiegel did not respond to questions asking whether he's becoming a local. But a worker at The Pacific insists that Spiegel was trekking around the jobsite with a lady friend who was wearing the highest of heels.

Peter Buffett outright denied the conjecture. "I'm not sure how the rumor got started that I may have purchased something in the neighborhood," he said. "I'm firmly rooted to the ground in upstate New York."

From the start, The Pacific has been cloaked in secrecy. When construction began in late 2014, brokers at a coming out party with champagne flowing speculated the homes could fetch a record price of \$10 million. Nearly 40 of the city's top-producing real estate brokers were deputized as "advisors" — promised first access to the condos and VIP client tours before any other salespeople could get a glimpse — in exchange for ideas, insights and feedback on design, finishes and marketing intelligence on what their clients might want in a luxury home. To sit on the advisory board, brokers signed a nondisclosure agreement to seal their lips on what exactly was being offered and who was buying what. Break the agreement, and you were out.

The threat worked. Brokers and agents will not speak publicly about the project. Those with off-the-record opinions choose their words carefully.

This much we know: At least one of the grand penthouses has been sold, but the identity of the buyer and price paid is a mystery. A smaller penthouse on the sev-



TRUMARK URBAN

"Fillmore Street is our best amenity."

— ARDEN HEARING, developer of The Pacific, shown in a rendering at upper left

enth floor and a separate one-bedroom guest unit on a lower floor have been acquired by one buyer. Again, no details are available.

The "Row House Collection" of 10 three- and four-story modern townhomes — 2,400 to 3,000 square feet — are selling fast. One source says six have been sold since their February unveiling and prices are already climbing. Sales started at \$3.1 million to \$4 million, but quickly jumped up \$200,000. Monthly homeowner fees on the townhomes are holding steady at \$2,000.

Arden Hearing, managing director of builder-developer Trumark Urban, is selling cachet and exclusivity with a three-and-a-half minute online video worthy of

a prize at Cannes. Even the website domain name — thepacificheights.com — is a setup for what's to follow, with full screen sweeps of the postcard view of the bay, Dylan Thomas rhapsodizing about San Francisco and vintage photos of cable cars in the neighborhood.

The narrator dismisses other new construction in the city for "compressing as much luxury as possible into the smallest living spaces imaginable." But The Pacific, he says, offers a "dramatic departure," with a building "polished like architectural gems" found in London or Paris. And he waxes poetic about the views: "Views so spectacular it feels as if San Francisco is unfolding in front of your eyes. Views of clouds dancing like a private ballet in the sky."

The video serves as an electronic sales brochure for the



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Laurel /Pacific Heights
Firestone (Geary)

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Jiffy Lube (Van Ness)
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South of Market (SOMA)

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property but floor plans of the soon-to-be-released tower residences are blank. Click through and you're told: "Good things come to those who wait." Viewings require registration online and are "by appointment only."

Apparently playing hard to get is working. "We have thousands of people on our registration list," Hearing said. "We have a rather large professional sales team in touch with everyone to find the right match of home and price range." He added: "These are people who want to live the Pacific Heights lifestyle."

While Hearing confirmed The Pacific is "excited to be opening up our doors in the main building in July to the public," he wouldn't talk prices or specifics.

As for penthouse sales, he also demurred. "We're giving very limited tours of some of the largest units at the top, but we're not able to comment on the status and we have not released prices." Asked if there was any truth to the rumors about famous folks buying — or considering — 2121 Webster, with its concierge service, yoga garden, private valeted garage, fitness center and furnished suite for guests, Hearing was coy. "We're not able to share such private information," he said. "We have confidentiality provisions that we respect."

One other rumor floating around is that The Pacific will have a restaurant on the premises. Hearing shot it down instantly. "I can tell you that our restaurant is Fillmore Street," he said. "The street is our best amenity."

At the moment, only the townhouses are for sale. Next month the focus will shift to the residences in the tower — from 1,000-square-foot, one-bedroom homes to 2,866-square-foot units with three or four bedrooms and three or four baths. While Hearing would not preview the pricing, insiders said they will command \$3,000 a square foot and possibly more.

Keeping a tight lid on pricing and facts and prying it open at the last minute may be frustrating to buyers and their brokers, but it appears to be a masterstroke for the development's owners. If the \$10 million to \$17.5 million spread are legitimate numbers and there are "thousands of registrants" chafing for the Pacific Heights address, they've skillfully played the demand-supply game in a choice neighborhood, just at the moment when San Francisco has become a gold rush town again.

THE VIDEO

Pacific Heights: It would be impossible to do better

Dylan Thomas wrote: "You wouldn't think such a place as San Francisco could exist — the wonderful sunlight here, the hills, the great bridges, the Pacific at your shoes."

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In the years after 1906, many of San Francisco's wealthiest residents ascended the pinnacles of Pacific Heights, transforming it into one of the finest geographical pedigrees imaginable.

Today, the median price for a single-family home exceeds \$10.25 million, which would make Pacific Heights the most expensive place to live in the U.S., if it had its own zip code.

And at 2121 Webster, The Pacific will sit at the center of this coveted enclave.

As the city expands, awash in a tech-fueled gold rush, gigantic residential towers packed with platinum level comforts are popping up like wildflowers, compressing as much luxury as possible into the smallest living spaces imaginable.



The Pacific, however, offers a dramatic departure. There is nothing else like it in San Francisco. In London or Paris, perhaps. There you may find buildings of this level of quality and grandeur, on the most desirable blocks, polished like architectural gems.

Here it is a rare exception, bucking the trend to tear down the old structure and maximize the number of units. Instead, The Pacific is designed with a single

constraint: to create 76 impeccable jewel box residences, each beginning with unobstructed floor plates, generous square footage, soaring ceiling heights and oversized windows. Or, as they say in the design world, "good bones."

Throughout, the interiors are appointed with the world's finest finishes, selected to rival the quality of those found in neighboring Gold Coast mansions.

Although each residence creates an eloquent statement on its own, it is the array of luxurious private services and amenities that makes The Pacific extraordinary: a private valeted garage, a grand lobby with concierge services, a fully appointed guest suite, a yoga garden and fitness studio — and a penthouse level observatory lounge with unparalleled views. Views so spectacular, it feels as if San Francisco is unfolding in front of your eyes. Views of clouds dancing like a private ballet in the sky.

It may not make sense to focus on quality rather than quantity or to forgo efficiencies of scale to incorporate every high-rise luxury into a boutique collection of 76 jewel box residences, but we've done just that. Why? Because real beauty — the lasting kind — defies expectations, setting The Pacific in a class of its own.

— Text of the promotional video for The Pacific. View at thepacificheights.com.



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At the Clay, a Cautionary Tale of Fate and Free Will

By ANDREA CHASE

CURRENTLY PLAYING at the Clay Theatre on Fillmore Street is *Maggie's Plan*.

The eponymous Maggie is a wisp of a winsome waif, a college career counselor with a gentle demeanor and a determined resolve that can move mountains. As played with a solemn quirkiness by Greta Gerwig, she is a woman who aims to live both honestly and ethically. Alas, her aim is less than true. A walking contradiction, she teeters with blithe insouciance between a controlling nature that spawns "helpful" manipulations of those around her with life-shattering consequences for them and a wholesome sweetness that gives her machinations the purity of genuinely wanting to make everyone else happy.

What ensues becomes a cautionary tale about forcing destiny's hand that sparkles with puckish wit and wry observations about what fools these mortals be.

Maggie's initial plan is to have a baby by way of a donation from an artisan



ATOMIC ENTERTAINMENT

■ THIS MONTH

DocFest returns to the Vogue

DocFest, part of SFIndie Fest, is a film festival that has chosen to stay in the neighborhood as others have decamped.

After adding screenings at the historic Vogue Theater on Sacramento Street last year, festival founder Jeff Ross was pleased with the response. He says he's pleased again to offer a local venue for people who might be interested in his festival's offerings, but less enthusiastic about traveling to the Roxie Theater in the Mission or the Great Star Theater at 636 Jackson, where other DocFest screenings will take place from June 2 to 16.

Among the screenings at the Vogue, on June 10, is *14 Minutes From Earth* (above), an exhilarating documentary both literally and metaphorically buoyant as it relegates the impossible to just another design problem to be solved. The problem: 57-year-old computer scientist Alan Eustace wants to make history by making a death-defying skydive from the stratosphere. The whys of taking such a risk (they're compelling), and the hows of designing a suit that can withstand a near-vacuum and a fiery re-entry (it starts with a sketch on a napkin), and the final jump catch the sense of wonder that science can evoke. It's a celebration of people with dreams, the crazier the better.

For more information about DocFest, visit sfindie.com.

pickle-maker (Travis Fimmel) who has personal space issues and eccentric ideas about headgear. When he shows up at the appointed time with a bouquet instead of a full specimen cup, Maggie should suspect she hasn't anticipated every variable

involved. Nor does she plan on falling for John (Ethan Hawke), a married college professor of middling academic reputation that fate may or may not have sent her way. Or maybe fate was sending Maggie to this frustrated novelist so he could free himself

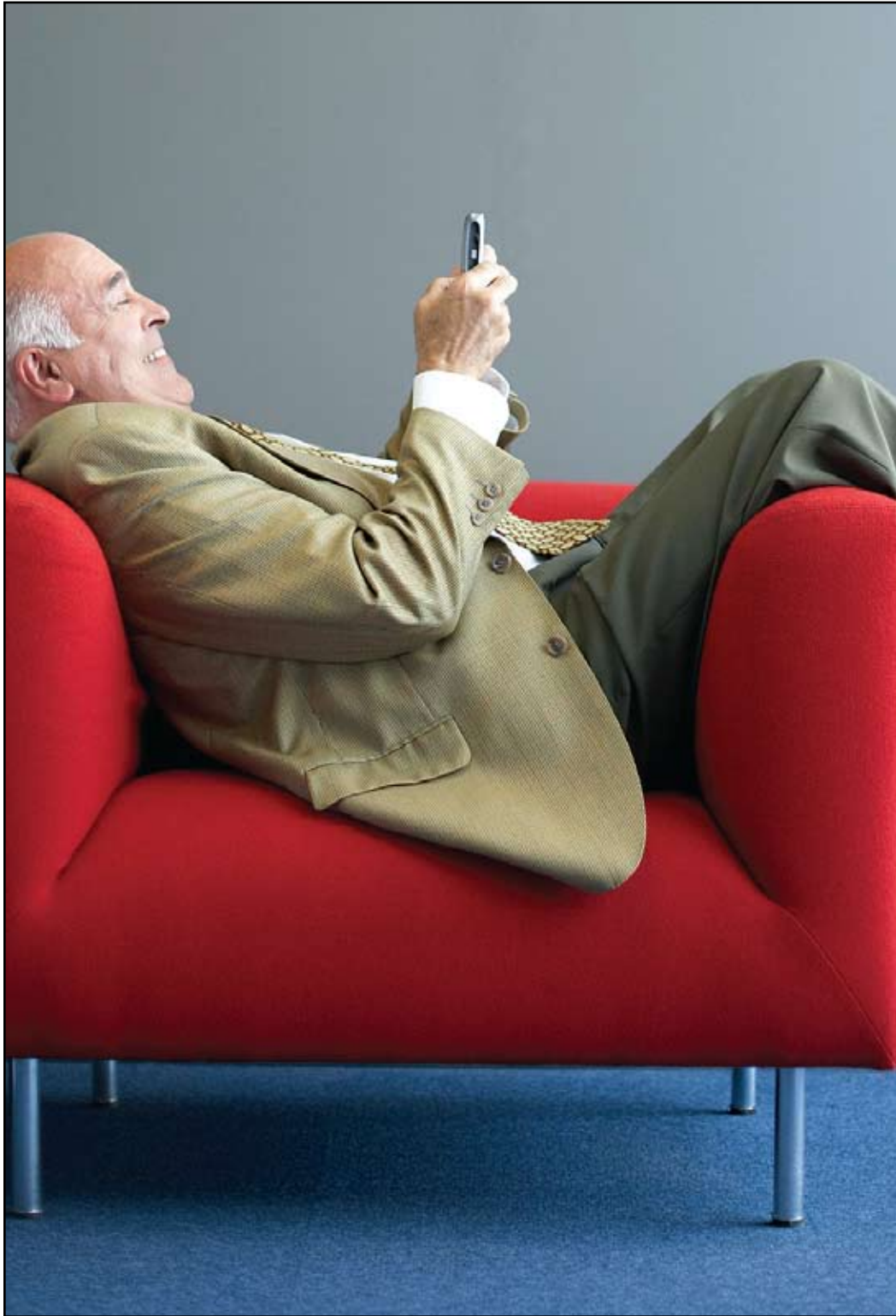
of Georgette (Julianne Moore), his high-strung narcissist of a wife who is sucking out his soul with her superior intellect, dazzling academic career and dismissive attitude.

Whatever the case, three years later, Maggie and John are the proud and married parents of an angelic daughter. But Maggie, playing primary caregiver to husband, child, stepchildren and Georgette, is falling out of love. And that's when she comes up with another plan: finding a way to give John back to his ex-wife.

Writer-director Rebecca Miller has fashioned a deliciously clever script, where individual elements of the chaos that Maggie strews in her wake resonate with one another, as though reality were trying to pull itself together and find a workable equilibrium.

In the middle of it all, Gerwig is enchanting, but Moore neatly steals the film as a Scandinavian ice queen who is not as together as she thinks she is, nor as impervious to anything as trivial as an emotion. The way she narrows her eyes and purses her lips when observing Maggie at their first meeting is reminiscent of an entomologist noting the particular flutterings of a freshly pinned butterfly. Purring in a melange of Nordic accents and idiosyncratic lisps, she is at once hypnotizing and ridiculous with her precisely tousled top-knot and piercing directness.

As wise as it is funny — and it's very funny, but never mean-spirited — *Maggie's Plan* presents smart people struggling to make their peace with the inevitable intersection of free will and fate.



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The Grabhorn Brothers Were Master Printers

Imaginative, colorful books issued forth
from their longtime home on Sutter Street

By BRIDGET MALEY

BROTHERS Edwin and Robert Grabhorn founded their Studio Press in 1916 in Indianapolis. They moved to San Francisco in 1919, and a few years later their enterprise formally became known as Grabhorn Press. During that time, California was becoming a hub for small, craft-driven print houses. The Grabhorn brothers soon became among the state's most respected specialty printers.

A recent exhibition highlighting the brothers' work noted: "Their exuberant and adventuresome approach to book-making captivated the city's already well-established bibliophile population with their imaginative and colorful books."

Working in the tradition of Arts and Crafts, and drawing from the work of 19th century British writer and designer William Morris and his Kelmscott Press, the brothers carefully and beautifully printed

limited editions of Shakespeare's plays, Whitman's *Leaves of Grass*, Hawthorne's *The Scarlet Letter* and Crane's *The Red Badge of Courage*, to underscore a few projects. The American Institute of Graphic Arts recognized their achievements with a gold medal in 1942.

After working out of several structures clustered around San Francisco's downtown area, the Grabhorn brothers settled

into the building at 1335 Sutter Street in 1942. They remained there until the press closed its doors in the final months of 1965, when Edwin's health was in decline.

The brothers grew up in a house full of children. Edwin (1889-1968) was 11 years older than Robert (1900-1973). In a UC Berkeley oral history interview, Edwin recalled that his first foray into printing involved assisting an uncle who owned a print shop in Indianapolis. He was only 13 years old, but a voracious reader. Before turning 20, Edwin ventured to Seattle,



A plaque notes the building's history.



The building at 1335 Sutter (left) was designed in 1918 by architect Alfred Henry Jacobs as an annex to his earlier, adjacent temple school (right) built for Congregation Emanu-El.

finding a position as a sheet music printer; however, he soon became bored with the monotony of the work. And he had always loved books, remembering: "I used to go to the public library and I got interested in title pages. I would take down the books and look at the title page of every book ... until they stopped me because I wasn't putting them back right."

He returned to Indianapolis for five years, founding Studio Press with Robert, then convincing his younger brother to migrate west to San Francisco. The 1920 census recorded that the broth-

ers both lived in a San Francisco apartment building on Stockton Street near the Stockton Tunnel, just off Union Square.

Setting up shop, the brothers found the San Francisco climate conducive to printing. Since keeping paper from becoming too dry was a priority, the damp weather was a boon for business. Edwin recalled that the first book they printed in California was *The Gracious Visitation*, by poet, supernaturalist and ghost-lover Emma Frances Dawson.

TO PAGE 14 ►

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REAL ESTATE

Grabhorns Set Up Shop on Sutter St.

► FROM PAGE 13

The Book Club of California commissioned several books each year from the area's finest presses, including Grabhorn. As the brothers' client list expanded and they became more prosperous, their need for a permanent location became critical to the continued health of the business.

In 1942, Marjorie Grabhorn, Edwin's second wife, purchased the building at 1335 Sutter Street. It had been designed in 1918 by Alfred Henry Jacobs (1882-1955) as an annex to his earlier, adjacent temple school for the Congregation Emanu-El. Jacobs, who was a California native, studied at Berkeley, the Massachusetts Institute of Technology and the Ecole des Beaux Arts in Paris. He was known for his San Francisco theater buildings, including the California Theater and the Granada-Paramount Theater — both of which have been demolished — and the Curran Theater on Geary Street.

One of Jacobs' most unusual designs is the Winema Theater, constructed of redwood logs, in Scotia, California. A company town of the Pacific Lumber Company, almost all of Scotia's buildings are constructed of redwood.

The 1335 Sutter Street building is a two-story brick structure with a basement.



Brothers Robert and Edwin Grabhorn setting type by hand at Grabhorn Press's offices.

Their exuberant and adventuresome approach to bookmaking captivated the city's already well-established bibliophile population.

Its squat, fluted Doric columns give the building a classically inspired style. The second story is set back behind a mansard roof with skylights. This atypical arrangement gives the building a strong street presence beside its earlier neighbor, which also has bold Doric columns. The adjacent, affiliated building was designed by Jacobs to accommodate a large meeting hall; it has a third

story and appears larger in scale. When the Grabhorn Press occupied 1335 Sutter, the street level floor served as the pressroom, while the second floor housed an office and the book bindery. The basement afforded a desirably damp storage area for paper.

After the temple school moved to the current site of temple Emanu-El at Lake

and Arguello Streets, the buildings at 1335 and 1337 Sutter were owned and used by Rosenfeld's Sons Realty Company until 1335 Sutter became the home to the Grabhorn Press in 1942.

A few years before Edwin Grabhorn's death in December 1968, the brothers donated their collection of 1,600 rare books, including an original page from Gutenberg, to the San Francisco Public Library. Their spirit lives on in the Grabhorn Institute in the Presidio, founded in 2000 and a part of Arion Press, which declares its mission is to preserve and perpetuate one of the last integrated typefoundry, letterpress printing and bookbinding facilities as a living museum and educational center.

The Grabhorn family continued to own the building at 1335 Sutter until the early 1990s. Today, the building houses the SLS Preschool, formerly St. Luke's Preschool. SLS purchased the building a few years ago, transforming the creative, well-lit spaces once occupied by one of California's most significant printing presses into a fun, energetic learning space for children.

The building remains an excellent example of adaptive reuse, highlighting a significant San Francisco cultural and architectural landmark for future generations.

Editor's note: Some of the information in this article comes from Anne Bloomfield's November 1996 nomination of the Grabhorn Press Building to be placed on the National Register of Historic Places. Anne Bloomfield's monthly column, "Great Old Houses," was published in the New Fillmore from the inaugural issue in 1986 until her death in 1999.



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113 Pixley St	3	3	2	n/a	73	4/29/2016	2,900,000	2,750,000
2970 Jackson St	4	2	0	n/a	34	5/10/2016	2,995,000	3,100,000
2912 Sacramento St	4	3	2	2,500	9	4/29/2016	3,495,000	3,620,000
2945 Scott St	4	3	2	3,363	103	4/27/2016	5,495,000	4,500,000
2529 Union St	3	3	2	n/a	198	4/29/2016	5,250,000	4,725,000
2244 Steiner St	4	4	3	3,500	2	5/6/2016	5,250,000	6,000,000
2627 Steiner St	3	4	3	4,570	11	5/6/2016	8,000,000	8,100,000
3756 Jackson St	6	7	2	7,624	180	4/18/2016	11,500,000	8,850,000
2600 Jackson St	5	5	2	6,810	8	4/20/2016	7,900,000	11,000,000

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1450 Post St #509	1	1	1	n/a	16	4/22/2016	250,000	250,000
2701 Van Ness Ave #203	0	1	0	579	64	5/9/2016	599,000	599,000
1817 California St #207	1	1	1	570	28	5/9/2016	605,000	605,000
190 Arguello Blvd #1	1	1	0	784	35	4/27/2016	749,000	749,000
2887 Bush St #3	1	1	0	n/a	14	5/13/2016	629,000	750,000
2200 Sacramento St #405	1	1	1	n/a	43	4/21/2016	895,000	1,001,000
3925 Clay St #5	2	1	1	1,132	26	5/3/2016	995,000	1,020,000
1701 Jackson St #108	2	2	1	1,072	38	4/18/2016	1,159,000	1,215,000
42 Service St	2	2	1	n/a	22	5/2/2016	1,350,000	1,310,000
1568 Union St #303	2	2	1	1,102	38	4/22/2016	1,248,000	1,417,500
2735 Clay St #7 and #8	2	2	1	n/a	109	5/10/2016	1,475,000	1,475,000
1770 Pacific Ave #401	2	2	1	1,500	13	5/6/2016	1,499,000	1,600,000
1933 Divisadero St #1D	2	2	1	1,739	83	4/22/2016	1,849,000	1,699,000
2617 Sacramento St #A	2	2	2	n/a	21	5/6/2016	1,899,000	1,935,000
3025 Washington St	4	2	2	2,178	45	4/18/2016	1,995,000	1,975,000
2049 Vallejo St	2	2	2	n/a	12	5/13/2016	2,795,000	2,675,000
3341 Jackson St	3	2	2	1,885	11	5/10/2016	2,300,000	2,710,000
1940 Broadway #2E	2	3	2	n/a	77	5/3/2016	2,995,000	2,830,000
2861 Washington St	3	3	1	2,825	15	4/25/2016	3,149,000	3,550,000
2170 Jackson St #3	4	3	1	3,428	32	5/10/2016	4,250,000	3,800,000
2661 Union St	4	3	3	2,644	33	5/6/2016	4,200,000	4,025,000

An architectural pedigree adds value

While location is always a key factor in determining how much a home will command and how quickly it will sell, a unique design can also play a big role in buyer appeal.




Take 3610 Washington Street (below), a four-bedroom, 5,650-square-foot home that hit the market last month for \$7.5 million. Located just a block from the Presidio, the 1959 home was designed by noted modernist architect William Wurster. Wurster was the architect behind numerous Bay Area homes and structures. He made a permanent mark

on San Francisco’s skyline with his work on 555 California Street, formerly known as the Bank of America building.

The sleek, midcentury Presidio Heights home has a private garden behind its entryway and large windows that make the most of light and enhance the stellar views of the Golden Gate Bridge and the Marin Headlands. It also comes with one of Wurster’s signature spiral staircases, a touch that adds an extra bit of charm for design buffs.

Within a week of hitting the market, the Washington Street home had seven offers, with the winning bidder paying more than 50 percent over asking price.

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



Take the Next Step!

DBI works closely with property owners to improve the seismic safety of their buildings, protecting the lives of tenants and families. Through the **Mandatory Soft Story Program**, property owners of multi-unit Type 5 wood frame buildings are required to seismically strengthen their property within the next five years.

Ensure your property is seismically retrofitted by turning in your permit application today!

Compliance Tier	Submittal of Permit Application with Plans	Completion of Work and CFC Issuance
1	09/15/2015	09/15/2017
2	09/15/2016	09/15/2018
3	09/15/2017	09/15/2019
4	09/15/2018	09/15/2020

You may be able to add accessory dwelling units to your property when undergoing a seismic retrofit. Financing opportunities are available. Visit sfdbi.org/softstory for more information.

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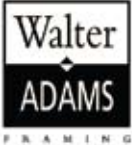
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