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# MarinaTimes

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## THE BACK STORY



Scene from *Salomy Jane*, starring Beatriz Michelena and House Peters, filmed in Marin County, 1914.

## Moviemaking in San Francisco: A love affair with Hollywood

This is the second of a three-part series.

BY ERNEST BEYL

HERE'S AN OVERVIEW OF PART 1: San Francisco narrowly missed becoming the film capital of the world. Perhaps it's just as well. The city has enough narcissism and other "isms" without being Hollywood by the Bay. Nevertheless, San Francisco, in fact

most of the Northern California Bay Area, has had a long love affair with the movies.

Motion pictures were invented down on the Stanford Palo Alto farm (1878). The first public motion picture exhibition took place in San Francisco (1880). The first complete movie studio on the Pacific Coast was not in Southern California but San Francisco (1906). The classic western with the strong, silent cow-

boy hero was first developed across San Francisco Bay in Niles Canyon (1907). Movies in color were developed across the Golden Gate in Marin County (1918). The first talkie, *The Jazz Singer*, was filmed near Union Square (1927).

Ambitious and wanting a piece of the motion picture action, in 1902 four San Francisco brothers, Harry, Herbert, Joseph, and Earle

FILM HISTORY, continued on 20

## The Valley and the gap

The recovery's finally getting up to speed, but an income gap persists even as the Valley leads the pack

FOR THE ECONOMY, IT'S NOT QUITE THE BEST OF times, but it's definitely not the worst. Wages still lag for most people, but the six-year economic recovery is finally posting sustained significant job growth. Silicon Valley continues to increase its lead over the rest of the economy, but many people are beginning to worry that governments are overly reliant on the Valley to produce growth and tax revenue.

These issues were addressed by Forbes Media chairman and editor in chief Steve Forbes and UC Berkeley economics professor Alan Auerbach earlier this year at The Commonwealth Club. Their conversation, excerpted below, was moderated by former Goldman Sachs General Partner John R. Farmer.

**John Farmer:** We've read of historically low U.S. interest rates — but well above many developed countries' interest rates — a significant rebound in housing, the lowest oil prices since the mid-'80s, unemployment at the lowest level since 2007, the [U.S. being the] world leader in job growth since 2010, and a robust domestic GDP with the deficit at a seven-year low. Can all of this be real? What is in store for us?

**Alan Auerbach:** It's real, and if I had to choose a country in which to live right now, the United States

ECONOMIC FORECAST, continued on 4

## OPINION :: Bad move

### Switching the Alcatraz ferry to Fort Mason could cost a lot

BY JOHN FARRELL

RECENTLY WE LEARNED that the National Park Service (NPS) wants to move the Alcatraz ferry from its long-term home at the Port of San Francisco to Fort Mason. This move may be necessary if the NPS cannot reach an agreement with the Port on a 50-year lease.

Per federal law, the NPS puts the Alcatraz ferry concession up for competitive bid every 10 years. Currently, the company that wins the Alcatraz ferry concession bid decides the location from which the ferries will depart. The current concession with Hornblower Yachts expires in 2016. The NPS now wants

a minimum 50-year lease on the ferry piers for itself and to sublease to whoever wins the future bids. The NPS has identified three possible locations: two at the Port (its existing location at Pier 31½ and 33) and at Fort Mason.

#### The Port will lose millions from lost lease payments.

If the NPS moves the Alcatraz ferry to Fort Mason, the city will lose millions in revenue. Let's not blow it like the Presidio did with George Lucas.

Besides the loss of millions for the Port, local businesses along Fisherman's

Wharf will also lose millions in revenue as the result of the projected 1.7 million annual passengers of the ferry going to Fort Mason.

This doesn't even take into account the effect of the increased local traffic and congestion for Marina District residents.

But because this is a competitive bid matter, it is appropriate to look at how the city will actually fare from a revenue point of view. This

is it in a nutshell: The city will also lose millions over the years in property tax revenue for our General Fund. Let me explain this one. Most properties get reappraised when there is an owner-

ALCATRAZ FERRY, continued on 4

## ART WORLD



Johannes Vermeer, *View of Delft*, c. 1660–61. Oil on canvas, 38 x 45½ inches. IMAGE CREDIT: ROYAL PICTURE GALLERY MAURITSHUIS, THE HAGUE

### 'Rendez-vous with Art' by Philippe de Montebello and Martin Gayford

BY SHARON ANDERSON

I'LL NEVER FORGET MY VISIT TO THE Huntington Museum and Library to view their collection of William Blake watercolors. Rarely displayed, the exhibition was packed with museumgoers vying for a glimpse of Blake's astonishing visions in paint. With so many beautiful pieces to take in at once, I felt frustrated. I could

never have enough time to look. My experience was one of awe combined with disappointment.

How and why we interact with art in its environment is the subject of a new book by Philippe de Montebello and Martin Gayford published by Thames & Hudson (2014). Part travel book and part art history, *Rendez-vous with Art*, which takes place

ART WORLD, continued on 20



## TOP 10 STEAKS IN AMERICA

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**CUT** - Beverly Hills, CA  
**Emeril's Delmonico** - Las Vegas, NV  
**Mario Batali's Carnevino** - Las Vegas, NV  
**Chicago Cut** - Chicago, IL  
**The Precinct** - Cincinnati, OH  
**Elway's Cherry Creek** - Denver, CO



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The Weekend Traveler visits the San Francisco waterfront, additional calendar events, plus archives.

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## NEWS BRIEFS : Transit, development, Crissy Field



Leap hopes to attract city commuters looking for a better ride to work. PHOTO: LEAP

## Google buses for all?

### LOMBARD GETS FIRST ROUTE OF MUNI COMPETITOR

Like cabs did with Uber, Muni buses could learn the modern meaning of “You snooze, you lose” this year with the launch of a new private shuttle service designed to be more pleasant than the city’s bus system. A company called Leap announced the start in March of the Lombard Express, the first of an expected network of private mass transit, taking commuters from the Marina to downtown with four stops along the Lombard corridor.

The Leap buses are designed to be more comfortable for riders, including an interior more like a lounge than a bus, with spacious seats, a laptop bar, WiFi, USB ports, and even a snack service. As with car-sharing services, Leap customers will use its app for cashless payment.

Rides will cost more than Muni trips; a one-way trip on Leap is \$6, though multiuse discounts are available.

District 2 Supervisor Mark Farrell has called for hearings to discuss private commuter buses like Leap and its competitor, Chariot. He has heard from people in the Marina complaining about the private buses blocking their driveways and long lines of riders milling around their properties.

### MARINA RESIDENTS SOUND OFF ON CRIME

Marina residents at a meeting in March voiced strong worries about an expansion in property crime, homelessness, and even home invasions. Though vio-

lent crime is down by about 25 percent over the past year in District 2, property crimes have increased, and the police are still facing staffing issues that hamper their ability to deal with the problems.

About 300 people attended the March 24 town hall at the Golden Gate Yacht Club, which also included District 2 Supervisor Mark Farrell and Northern Station Captain Greg McEachern. Farrell said he hosted the meeting as a result of neighbors contacting his office “to express concerns and frustrations about an increased level of crime in our neighborhoods.”

One of the significant focuses of the crowd’s concern was the local Safeway; one participant in the event said that Safeway had lost its community affairs person; the Marina Community Association had contacted the supermarket, but attendees expressed concern that the store was a point of concentration for crime. Supervisor Farrell said he would contact Safeway to follow up.

Other areas of concern include burglaries at construction sites, an increase in shoplifting, and an unsettling occurrence of home invasions (including people tied to their chairs in a home on Buchanan).

Look for updates in future issues of the *Marina Times*.

### PROP. B IS NOT SETTLED

A pending lawsuit by the California State Lands Commission over the validity of Proposition B has caught the eyes of legislators, developers, urban planners, and antigrowth advocates. A hearing was scheduled in late March

before San Francisco’s Superior Court to hear legal arguments in the case.

No Wall on the Waterfront, which supports Prop B, warned that “the Chamber of Commerce and business interests have lined up behind the State Lands Commission,” claiming that Prop. B has already lost the city money because of changes to waterfront developments. The pro-Prop B advocacy group said the commission’s lawsuit was “aimed at repealing Prop B and silencing [the] voice of voters.”

Meanwhile, the *Examiner* reports that affordable housing developer TODCO surveyed local voters and found “overwhelming support” for requiring a third of residential units to be reserved for below-market-rate housing; in return, the voters, reportedly, are willing to be more lenient about waterfront height limits.

### PRESIDIO PARKLANDS CONCEPTS UNVEILED

The redevelopment of 13 acres stretching from Crissy Field to the heart of the Presidio took a step further in late March with the release of new conceptual designs for the space. The designs can be seen at [new-presidioparklands.org](http://new-presidioparklands.org), where there is also information about upcoming opportunities for the public to become involved.

Public feedback will continue through September, when a final design will be selected. The redevelopment is due to be completed in 2018.

News tips? E-mail: [john@marinatimes.com](mailto:john@marinatimes.com)

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Left to right: Steve Forbes; Alan Auerbach

**ECONOMIC FORECAST**

CONTINUED from page 1

looks pretty attractive compared to most other developed countries. All of the things you mentioned are very positive signs. The U.S. economy grew very well in the second half of last year and is going to grow again this year, which is not true of many other economies. On the other hand, there are definite problems in our current economic performance, and some dark clouds on the horizon, which mean that while what you've mentioned is certainly real, there are still many things that we should be concerned about.

**Steve Forbes:** Yes, the U.S. economy has gotten better, as it well should have six years into a recovery. The recovery supposedly began I think in 2009, and it's been [one of] the slowest, if not the slowest, in American history. While the unemployment rate is down, we all know [the prevalence of] part-time workers and low labor force participation rates are still very, very worrisome. So we're like a batter – I know I'm in the town of the world champions – batting .270 or .275, and winning the batting title only because the rest of the world is doing much worse than we are.

While 2015 should be a good year for the U.S. economy, I think [there are] two things we have to watch out for. One is deterioration politically around the world. We saw the coup in Yemen, which means more volatility, dangerous volatility, in that part of the world, which spills over to us. Russia is

on the move again in Ukraine, and who knows what else is going to blow up, so the political situation is not good. The other thing is the world global economy as a whole is going to be very disappointing this year, below what the IMF [International Monetary Fund] and others think it is going to do. Europe is in a recession; Japan is in recession; I think Mexico and Brazil are at or will be in recession; China is slowing down. So that's going to impact us, and bring us down. We're not strong enough yet to be the locomotive of the world.

**Farmer: Would you comment on other indicators of the state of the recovery in the U.S.?**

**Auerbach:** Well, the economy is doing well in many respects. Investment was strong in the second half of 2014, which is finally happening; there'd been a lot of concerns that corporations were sitting on cash. That's still true to a certain extent, but investment is starting to pick up. The concerns that I have about the U.S. economy, other than the fact that the growth we had last year is much delayed after a recession that ended over four years ago, are that we have very weak labor force participation, much below where it was at the beginning of the recession, and we don't really have a good explanation for that. We have very, very weak wage growth that normally would be picking up as the unemployment rate falls. The unemployment rate has fallen to under 6 percent, but wage growth is still very weak. In

some respects the U.S. economy looks good, and in other respects it looks less good.

In terms of international competitiveness, the fall of the euro is good news for Europe, but it's not good news for the United States. The weakness around the world is certainly going to pose problems for the U.S. economy in the next year and the years to come.

**Farmer: The Bay Area obviously benefits immensely from the growth of the technology business, but can high-tech innovation continue to drive job growth in this area, and what is the impact on the rest of the nation?**

**Auerbach:** I think this area is blessed to have all the innovation that happens in the Valley. And it is the thing that has made the San Francisco Bay Area the strongest part of the U.S. economy over the last few years. Whether that growth rate continues is certainly questionable, and as happened 15 years ago, there are going to be recessions, there are going to be slowdowns, there will be sectoral reallocations as people discover that certain things aren't working, but certainly the trend is very positive. It's making over the Bay Area: it's becoming a wealthier, more educated population over time, and there's very little reason to think that's going to change. It's going to be good for California; it's going to be good for the rest of the economy.

There are problems associated with it. One is that the California government is coming to rely more and more exclusively on Silicon Valley to fund itself, and that's good when times are good, and not so good when times aren't good. We haven't figured it out, or at least not had the political will to do anything about that in California. So we'll probably have another painful period when the next recession hits Silicon Valley, the way we did the last time when the dot-com bubble burst. But on the national scale, that's a minor

concern relative to the benefits that we gain from having Silicon Valley here.

**Forbes:** Again, with the Valley you can't predict ups and downs. It is an absolute unique national and global asset. We should remember [that] if there is another recession, the last one was not the end of the Valley, even though a lot of people got swept away from it. It came back pretty quickly, and it will again. You remember in the movie, *The Social Network*, where Justin Timberlake [playing Sean Parker] says to [Mark] Zuckerberg, "You have to go to the Valley." This was when Facebook was going to get some financing: "You have to go to the Valley." That's still true, and even though there are many other centers of high tech, this is the epicenter.

Unfortunately the state of California, as Alan said, [has] depended on the Valley, and the rest of the state has done not nearly as well – the rest of the state, a lot of it, has been hurting. [The Valley] is like an oasis in the desert, and California's got to make structural changes, because the rest of the state is not doing well at all.

hasn't been a very broad-based recovery. People don't mind if Bill Gates makes a zillion dollars, they want to know are they moving up – are they moving ahead? So that's the problem: It's not so much inequality [as] it's that we're not growing the way we should.

The thing we should keep in mind is that the quality of life gap between the very rich and the rest of the world is narrowing. If you look at *The Simpsons* 22 years ago and look at the possessions they had, even though their incomes have gone nowhere after 22 years in cartoon land, it's a very different quality of life [that they have today]. So things that we now take for granted – handhelds and the like – [it's] amazing, in terms of the quality of life.

You're going to see more of that gap [closing]. You're going to see the same things in other areas as far as closing the gap in the quality of life between the West and the rest of the world. We've got to get some policies right, and then the rest of these things will come to pass.

**Auerbach:** First of all, I think the fact that *The Simpsons* is central to our discussion is indicative of the decline of American civilization. That's equally shared and not an issue of inequality.

**“The Valley is like an oasis in the desert ... the rest of the state is not doing well at all.” – Steve Forbes**

**Farmer: There's concern about income inequality and the wealth gap. What are the economic consequences of growing income inequality in the U.S.? Will income inequality continue to increase? And is this an economic problem, or more of a social problem?**

**Forbes:** I think people's concern is not so much inequality in and of itself, but the fact that incomes for many people have stagnated. I may reference that median incomes today are still lower than they were in 2007, and this has been a top-tier recovery. The top 10 percent have done very well, though the members of the top 10 do change, but it

There are interesting issues about [these challenges], whether it's inequality, whether it's levels of income, whether it's levels of standard of living, which as you say, are more equal than levels of income. First of all, this is not anything that is due to U.S. policies, though some people suggest it. The most important factor driving it is globalization, and the fact that if you have a skill that is in demand worldwide, you do very well, and if you have a skill for which there are great substitutes in developing countries with lower incomes, you're not going to do very well. It's here to stay in terms of the underlying market forces that are driving inequality.

**ALCATRAZ FERRY**

CONTINUED from page 1

ship transfer or at the completion of new construction.

However it is quite different when it comes to what is called “possessory interests,” which is when a private party uses government-owned property and is subject to a possessory interest tax. The assessor relies on all government agencies to report their users. Many times these assessments go unassessed or under-assessed — many times due to politics.

I recently talked with an appraiser from another county who handles possessory interest and asked about several assessments.

The appraiser was aware of the potential assessments, but that county was not appraising because it was too political. This

**I remember finding a note from a prior assessor stating, “Do not assess. Too political.”**

reminded me of when I worked in the San Francisco Assessor's office years ago and specialized in possessory interest. I remember going through numerous files and found

one with a note from a prior assessor stating, “Do not assess. Too political.” We assessed parties that were using Fort Mason for private benefit; over the past 10 years, they are no longer assessed. That means that the Alcatraz ferry concessionaire currently paying property tax at the Port will no longer pay if the ferry moves to Fort Mason.

During World War II, Fort Mason was the headquarters for the San Francisco Port of Embarkation, which controlled shipping facilities across the Bay Area. Throughout that war, two-thirds of our troops sent into the Pacific, and more than half of all army cargo moved through West Coast ports. This high volume continued in the 1950s with the Korean War and through the early 1960s. In 1955 the San Francisco Port of Embarkation was renamed the U.S. Army Transportation Terminal Command Pacific. In 1965 the headquarters transferred to the Oakland Army Terminal, and most of Fort Mason's embarkation facilities were abandoned. Since Fort



Alcatraz: You can't get there from here. PHOTO: DAVID JONES / FLICKR

Mason was no longer used for military purposes, the federal government transferred jurisdiction to the Golden Gate National Recreation Area (GGNRA) in the 1970s to be used for natural, historic, and cultural purposes.

Military installations are federal enclaves and are exempt from state authority. According to the State Board of Equalization's legal counsel, a federal enclave is a property over which the federal government holds exclusive jurisdiction. The transfer of jurisdiction to the GGNRA negates the concept of federal enclave and exclusive jurisdiction, because Fort Mason is no longer used for military purposes. Current tenants of Fort Mason include

restaurants, art galleries, and nonprofits. Many users, such as those for educational purposes, would be tax exempt.

For all of these reasons, the possible Alcatraz ferry move to Fort Mason is bad for the city, not only financially but because it also hurts local businesses along Fisherman's Wharf and Marina District residents. Further, San Francisco should revisit the assessment of private users of Fort Mason.

Or just leave it the way it is. Unfair and inequitable taxation.

*John Farrell, MBA, is a broker/Realtor at Farrell Real Estate, and a former city assistant assessor for budget and special projects. E-mail: farrellreinvestments@yahoo.com*



# SEE OUR PROGRESS in the Marina

**Lauren Cunningham**  
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**POLICE BLOTTER** : From the officers of Central Station and Northern Station

# Spotting and avoiding precrime

**I**N THE STEVEN SPIELBERG SCIENCE fiction film *Minority Report*, Tom Cruise portrayed a policeman in the future where technology helps detect crimes before they happen — precrime. The police don't arrive after a crime has been committed and try to capture the criminal; they arrive before it happens and capture the person who is going to commit a crime.

That's fiction, but most people have the ability to see that something bad is about to happen and that they should either report it, intervene, or get help. And then there are people who lack that common sense.

On a recent weekday morning in March, a BART commute to downtown became something out of the ordinary when even before the train doors opened at a station, the passengers inside the train could hear someone yelling in the crowd of people waiting to board. The door opened, and among the people boarding the train car was a skinny man with disheveled hair. He walked in a few steps, looked at a man standing harmlessly near the door, and spat at him (missing his feet by inches). The spitter then walked farther in the car and loudly said something about, "Yeah, I spat at the man." The doors closed and the train moved on.

The ride became uncomfortable for everyone around the disheveled man, because he kept talking loudly, criticizing all of the people around him or inside his head, using derogatory words for homosexuals and eventually talking about how black people don't bother him except for some unnamed person who somehow annoyed or insulted him.

Through most of this, people around him or within earshot of his offensive proclamations acted like they ignored him, keeping their eyes to their smartphones or newspapers, or assumed that mid-distance stare at nothing people in elevators and subways do. Some of them no doubt just didn't want to get involved with a troublemaker, but at least some of the others knew enough that this was a clearly disturbed person who wasn't going to change his views if he had a nice talking-to regarding racial or gender relations. To wit: Someone who is mentally ill is not likely to respond to such intervention the same way as someone who is not mentally ill; furthermore, responding to that person's statements as if they were made by someone who was not ill is wrong — how much control over his actions and statements does a clearly disturbed man actually have?

So it would have likely continued if there hadn't been one man on the train who didn't have that common sense. Slowly working his way through the car from the other end, this man did not appear to be mentally disturbed, but he was clearly disturbed by what the first man was saying and shouting. So the second man argued back, as if he was going to talk sense into the first man.

What happened instead was that the first man became even more agitated and stood up in the central walkway of the train car to confront the second man, who was now just a foot or two away. Their voices rose and they were sounding more

and more like within seconds one would take a swing at the other. At this point, many of the people sitting or standing nearby began to move away and even change to other cars. Special note should be made of the anonymous young woman who helped an older woman who was seated right next to the first man slip away. As your humble correspondents joined the exodus, we spotted one of the other passengers using the emergency call button to alert the train's driver.

No police came, at least during the next two station stops, so we can't report whether a physical fight ever broke out or if the guilty parties were apprehended. But any student of precrime should have been able to spot that this was a bad scene developing and recognize the need to get away and get help.

## GETAWAY DRIVER GOT AWAY

Jan. 1, 7:26 a.m.

2626 Filbert Street

Officers responded to a report of a possible burglary in progress. One officer detained a vehicle she believed might be a getaway vehicle. Another officer spotted a subject on a second-floor landing of the building. He fled and she chased him, but he managed to get away when he jumped from a backyard gate. Despite his effort, he was detained minutes later by other officers, who searched him and found common burglary tools and methamphetamine.

In the detained vehicle, officers found possible stolen property and a loaded sawed-off shotgun. A records check showed the vehicle to be stolen.

The subject was transported to Northern Station and booked, but the suspected getaway driver was released.

## NO FREE ROOM AT THE INN

March 17, early morning

The Wharf

Officers were dispatched following a report of a threat at a Wharf hotel. The suspect demanded a free hotel room; when the desk clerk refused, the suspect pulled out a gun and threatened to harm the employee. The suspect then fled to North Point and Columbus, where officers attempted to detain him. The suspect was very violent, punching the police officers; several of the officers were punched in the face, but eventually the suspect was taken into custody. Three officers went to the hospital for treatment.

## ST. PATRICK'S SURPRISE

March 17

2400 block of Leavenworth

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# Expanding broadband Internet connectivity should be a top priority

BY SUPERVISOR MARK FARRELL

**A**CCCESS TO FAST, AFFORDABLE, and reliable Internet is no longer just a “nice to have” – I would argue it has become an economic right in today’s world. Years ago when the Internet first launched, it would have been impossible to forecast the importance that it would play in our daily lives. From empowering economic growth, to empowering the mass collecting and sharing of information, knowledge, and just operating our everyday lives – we need to make sure that we do everything in our power to make sure all of our San Francisco residents have access to the Internet.

Through the city’s expanding wireless network known as #SFWiFi and the city’s Community Broadband Network, we are starting to enable more residents and visitors to have access to the Internet free of charge. However, having Internet in public spaces does not replace access to the Internet at the home, and we know that currently 12 percent of San Francisco residents do not yet have Internet access at the home. Sadly, these 12 percent who are

not connected skew toward low-income families, ethnic minorities, the unemployed, the youth, the elderly, and those living with disabilities.

Communities and individuals who do not have access to the Internet are at a systematic disadvantage compared to those that do. From being able to access information on any topic in the world, to applying for a job online, or accessing one of the many growing number of government services available via the Internet, government has to play a role in helping to connect people who lack access.

Over the past few years, I worked to get more communities online that lack Internet access with our WiFi in parks, plazas, and open spaces project at 32

up parks and recreation centers in the Tenderloin, Chinatown, Excelsior, Sunset, and the Bayview to try to provide more access to individuals and families who desperately needed it. Now, children and families who use city recreation centers can have a safe and secure place to learn, broaden their horizons, and improve their outcomes. The WiFi in parks, plazas, and open spaces project shows that it is indeed possible for government to play an active and leading role in getting communities connected that are not.

One of the areas that I believe is ripe for addressing the digital divide further here in San Francisco is in our city’s public school system. Recently, the state — which controls and provides the vast majority of resources for our public school system here in San Francisco — passed regulations that require public schools throughout the state to administer their standardized tests online. The state regulations, while critical to improving learning outcomes in our schools, also present a challenge for schools that lack the infrastructure and revenue to support the new regulations.

## All our youth should have tools to learn needed skills.

locations across San Francisco. With Google’s generous grant that provided the funding for the project, our office made sure to prioritize neighborhoods and communities where we knew the digital divide exists. In addition to the Marina Green, we lit



Internet tower: One way to reach more people. PHOTO: PHIL HART / FLICKR

Federal programs and resources exist to help the schools make the necessary upgrades to get more of their students online, but it is becoming increasingly clear that more resources will be needed to ensure that San Francisco’s public schools can provide our students with the 21st century skills they need to succeed in the 21st century world.

I firmly believe we should do everything in our power to support our school district in meeting these new mandates because, if done right, we have the opportunity to make San Francisco’s public schools one of the top and most innovative school districts in the nation. The opportunity in front of us to create digital, comprehensive, individualized learning plans based on each individual student’s level and need to improve their outcomes is something in which we can-

not fail. I hope that everyone in San Francisco believes all of San Francisco’s youth should have the tools to learn the skills they need to make them successful in an increasingly competitive world.

Working on expanding broadband connectivity to further close the digital divide is one of the most important things San Francisco can address, because the investments we make today will come back more than two-fold and make our city stronger and more successful in the future. In a city that has some of the brightest minds inside and outside of technology, stay tuned for this issue to grow and for potential solutions proposed, so we can give every San Francisco child the opportunity they deserve.

*Mark Farrell is District 2 supervisor. E-mail mark.farrell@sfgov.org or phone 415-554-7752.*



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Left to right: Jute Design recently took a lease on 2254 Union Street, just one of a flurry of new tenants on that busy commercial avenue; North Beach might lack the destination retail of other major commercial centers in the city, but it's not without action, with the Dante Building at 1606 Stockton Street getting a new wine bar-restaurant. PHOTOS: BLATTEIS REALTY CO., INC.

## Health of commercial real estate in the Northside Cow Hollow, Marina, Pacific Heights hot; North Beach lukewarm

BY SUSAN DYER REYNOLDS

*This is the third of a three-part series on the state of Union Street.*

COW HOLLOW, THE MARINA, and Pacific Heights are hot tickets for prospective retail and restaurant tenants in the Northside, while North Beach remains a bit of a bargain, according to Jeremy Blatteis of Blatteis Realty Co., Inc. and Pamela Mendelsohn, senior vice president with the San Francisco office of Colliers International, two of San Francisco's top commercial brokers.

Jeremy Blatteis is a third-generation broker for the eponymous firm founded by his grandfather in 1922. Blatteis was the first San Francisco real estate firm to specialize in retail leasing, and the company continues to seal some of the biggest deals in town, such as 2000 Union Street, former home of Café des Amis. Adriano Paganini — whose restaurant empire includes Delarosa, Beretta, Starbely, Lolinda, and the Super Duper Burger mini chain, among others — plans to turn the space into an unpretentious, beckoning Belgian brasserie.

"I'm a third-generation San Franciscan, born and raised in the Marina. We've done more deals than anyone else in this area, and I've never seen a market like this," Blatteis says. In the Northside, business is booming particularly in the Marina, Cow Hollow, and Pacific Heights areas. "Fillmore, Union, and Chestnut are very active streets, and there's high demand to be on all of them. Fillmore is extremely tight. There are a lot of boutiques on Fillmore, but I feel owners should be able to decide what or who goes into their buildings. People can decide if they want to shop at a boutique or online, or at a chain. The market will dictate the demand."

One of the most exciting areas, Blatteis says, is Union Street, which is experiencing something of a renaissance. "Union is doing a great job of coming back, and I'm

extremely positive about it. The [Union Street] Association is doing a great job of allowing conditional-use permits to come in, and that open-mindedness is paying off."

Conditional use, or CU, is a type of land usage not typically permitted in certain zoning districts. Conditional use requires a Planning Commission hearing to determine if the proposed business is "necessary or desirable" for the area. Neighborhood groups have incredible and sometimes-dubious influence over whether the Planning Commission approves conditional-use permits.

"Our phones are ringing constantly from people who want to come to Union. There's a high level of interest in our listings and we're closing deals. I don't remember ever seeing this level of interest in my 10 years working here," Blatteis says. "Historically, Union Street has always been a retail destination, and I think right now it is way stronger than most areas. I think for Union, the best is yet to come." Other Union Street deals Blatteis recently closed include 2181 Union for Juicy News, after they lost their lease on Fillmore; a high-end Italian chocolatier at 1998 Union (only its third location worldwide after Italy and New York City); and 2254 Union with interior designer Ali Davin and her award-winning studio, Jute Design.

Blatteis also likes Chestnut Street, which he says, "remains vibrant and is becoming more open to a variety of business concepts."

That newfound openness likely has something to do with the neighborhood groups. Anyone familiar with the attempt by Pet Food Express (PFE) to move into the long vacant Blockbuster building at 2460 Lombard will recall that the Marina Community Association and the Marina Merchants Association worked obsessively to keep the locally grown, philanthropically minded pet supply store from doing so — not once, but twice. Because PFE has more than 11 stores nationwide it is considered a

chain, thus triggering a conditional-use hearing. The campaign waged by the two neighborhood groups, centering around Pet Food Express potentially undercutting two smaller pet shops on Chestnut, swayed the Planning Commission to deny the conditional-use permit (in an irony of events, 2460 Lombard became a pet supply store anyway called Wolf & Lion, a boutique warehouse with lower prices than "the chain" that PFE opponents were so afraid of). Since then, both groups have gone largely silent. The Marina Merchants Association, which hosted standing-room-only meetings for the two smaller pet stores and their supporters, is now little more than dust in the wind. The meetings right after "the big PFE takedown" attracted few to no attendees, and then the meetings stopped all together.

Still, Pamela Mendelsohn, senior vice president of Colliers International's San Francisco office, believes Chestnut Street has a couple of big advantages. "Chestnut is always strong. Apple was their big shot in the arm. It's a destination. You come to Apple and then you walk down the street and see all the other businesses. Chestnut is also mainly a food-based street, which is perfect for what's going on right now in San Francisco." What's going on, she says, is congestion. "If you had a restaurant, you used to be able to be any place and people would travel to get there. But now with the horrendous traffic, people are staying in their own neighborhoods. They used to do it because it was quaint, but now it also has to do with the hassles involved in getting around San Francisco. They don't want to deal with all the traffic, they don't want to hit a biker, they don't want to drive half an hour to get to the Mission and stand in line for an hour because they don't take reservations. It's not fun!"

Mendelsohn, like Blatteis, believes Union Street's strong, open-minded neighborhood association is key to its success. "A lot of the neighborhood groups around

the city are not open-minded. The Union Street Association is really strong — they realize what they need to do, they want what's best for the neighborhood, and I think they see the big picture. I think many of the other neighborhood associations have a narrower vision of what they want and don't want. But the city is changing, and what worked 20 years ago doesn't work now ... Union Street is adapting to those changes better than a lot of other areas."

Fillmore Street, Mendelsohn says, is "really strong" with its robust retail. "Fifty percent of why you go shopping is to get what you know you want, and 50 percent is to be surprised when you find something you didn't know you needed," she says. "When I drive clients around Fillmore Street, at first they don't like all the brands. Then they see the foot traffic and they say, 'This is very vibrant.' Fillmore Street's challenge is that it has become very female oriented, and not so much masculine."

The area facing the biggest challenges, however, is North Beach, where it's harder to do business and there's a lack of destination retail. "When I take clients to North Beach, they always say how charming it is," Mendelsohn says. "Rents are substantially lower. Sales volume dictates what tenants want to go where. I think it's a lovely neighborhood with tons of traffic — there are diners walking up and down the streets, and the people who live there really love their neighborhood. But I'm not sure how many of the retail stores are destination stores. It's all about balance. You have to have a certain amount of stores that are destinations, and I don't know that retail is doing as well in North Beach as it is in other areas."

Blatteis recently brokered a lease for "a hip wine bar-restaurant" in the Dante Building at 1606 Stockton Street (where the famous Scorpio scene in the Clint Eastwood film *Dirty Harry* took place on the rooftop), and he's been working on a

deal to move the beloved restaurant Mama's on Washington Square into 627 Vallejo Street for two years. "[The space at] 627 Vallejo has been vacant for approximately three years, and it's a shame because it's a prime location, and there is a strong local and adored operator that is ready and able to lease it," Blatteis says. "If this property was in another part of the city then I believe we would have leased it over a dozen times by now."

A prominent businessman who spoke on condition of anonymity says he knows what the problem is in North Beach. "It's still under the thumb of Aaron Peskin and his wife, Nancy Shanahan. Because of the Peskins and the rest of their anti-business buddies in the Telegraph Hill Dwellers and the North Beach Business Association, deals don't get done, and that's just fine with them. The rest of the city is thriving in arguably the biggest commercial boom we've ever seen in this city, and North Beach isn't participating — instead, they're struggling with vacant buildings and deals held up by red tape generated by these groups playing politics. They use their influence to get what's best for them, and they really don't care what's best for the neighborhood."

Meanwhile, projects like Mama's at 627 Vallejo Street languish, empty buildings become blight, and prospective tenants move on to more welcoming areas, willing to pay higher rents rather than spin their wheels in the North Beach political quagmire.

The overall health of commercial real estate in the Northside is better than ever. The more open-minded the residents and neighborhood groups are, the faster vacant buildings will fill up with tenants. Both Blatteis and Mendelsohn pointed to balance as the key for creating a flourishing destination — a mix of brand names, restaurants, retail shops, and services diverse enough to give residents what they need, and visitors what they want.

E-mail: susan@marinatimes.com



# celebrating the BEATS

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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



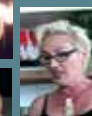
**Tuesday, March 17**

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 Hefez** (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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## MARINA-COW HOLLOW INSIDER

# Designer consignment on Union; “clean” eating on Chestnut

BY CHRISTINE ROHER

**I**F YOU'RE LOOKING TO ADD SOME high-end pieces to your wardrobe — without paying high-end prices — drop by **Sui Generis**, the new women's designer consignment boutique on Union Street.

Owners Miguel Lopez and Gabriel Yanec have worked in fashion for 22 years for companies like Ralph Lauren and Max Mara. Nine years ago they left their jobs to open a men's consignment store in the Castro. A few years later, they opened a women's shop as well. And in November, they moved their women's collection to

ing processed, and plant-based. And two years later, with the help of a chef from Brooklyn, she did.

“We spent a lot of time researching and thinking about what kind of food we wanted to serve,” said Mo. “We held ourselves to the ‘OMG standard’ — unless we were like ‘OMG, this is amazing,’ we weren't there yet.”

And what are customers OMG-ing about? The beet burger is the number one seller. (“Get it with caramelized onions,” suggested Mo.) Runners up are the kale Caesar and eggplant BLT. The chocolate chip cookies are a huge hit, as is the vanilla milk-

shake (made with real coconut meat and almond milk).

Mo has been surprised by the cross section of customers. Women are loyal, as she had suspected they would be. But so are seniors ... probably, guessed Mo,

because of their restricted diets. And men have become huge fans, too.

“They walk in a naysayer and leave really happy,” said Mo. “Our food is satisfying and filling. And they appreciate that.”

Mo is now targeting an even younger customer: She's soon unveiling a kids' menu.

After that, she's tackling Marin. Business has gone so well, she's scouting locations to expand (2240 Chestnut Street, 415-872-9173, [seedandsalt.com](http://seedandsalt.com)).

Back up on Union Street, on the end less traveled (near Gough), two women are providing the young, professional “Marina Girl” with “fun fashion at affordable prices.”

Nancy Rooney and Kristin Ducharme opened **Current Clothing** after realizing many 20- and 30-something women didn't have much money left after paying rent and other bills. So they sell trendy pieces from designers in New York City, Los Angeles, and Quebec, and the average price is only \$47.

“We try to get you out the door with a top and bottoms for under \$100,” said Nancy.

Current Clothing sells everything from jeans to dresses to jewelry — whatever the young professional needs.

## The beet burger is the number one seller at Seed + Salt on Chestnut.

“These girls go to work, to happy hour, and then they're off on their Tinder date — we dress them for that,” said Nancy.

Since opening last summer, Nancy and Kristin have learned something unexpected about many of their customers: They need friends.

“I hear it all the time — a girl just moved here for work and wants to make friends,” said Nancy.

So she and Kirstin started hosting monthly cocktail parties at the store, and have helped many women form new friendships.

“We just want you to leave with a smile on your face and money in your purse,” said Nancy (1738 Union Street, 415-400-5517, [facebook.com/currentclothingsf](http://facebook.com/currentclothingsf)).

E-mail: [christine@marinatimes.com](mailto:christine@marinatimes.com)



## SKETCHES FROM A NORTH BEACH JOURNAL



Left to right: Capp's bartender George McCarthy; Capp's Corner. PHOTOS: ERNEST BEYL; EARL ADKINS

# Cheers to Capp's Corner

BY ERNEST BEYL

**I**N MY SKETCHES COLUMN, I don't like to go out on a limb. My editor will saw it off and I'll crash. But I am making an exception here because the spirits may be aligned on my side. On yours, too, if you believe in maintaining cherished San Francisco institutions like the iconic North Beach saloon-restaurant Capp's Corner at Powell and Green Streets.

It appears that the demise of the North Beach landmark will not occur. Exhausting lease problems have gone on for months with unnerving uncertainty and absurd posturing by a voracious attorney. By the time you read this, a new lease will probably have been signed — a happy meeting of minds of both tenants and landlords.

### GOVERNOR BROWN WEIGHS IN

In my last column, I reported that proprietors Tom and Maureen Ginella planned to close the place at the end of March because they couldn't meet over-the-top demands by the landlords' attorney, and that only the miraculous intervention of Saint Ignatius could save the joint. By turning to Saint Ignatius, I was referring to the fact that Gov. Jerry Brown dines at Capp's

Corner once a month with his classmates from Saint Ignatius High School's class of 1955, and refuses to consider upsetting that tradition.

So what happened? In a very personal and skillful fashion, Governor Brown made his position known through moral persuasion. Others like poet Lawrence Ferlinghetti did as well. The governor personally contacted the adversarial attorney and advised him to resolve the situation because even his clients (the landlords) were in favor of an equitable result to the impasse.

### LOVING OUR CITY AND ITS NEIGHBORHOODS

The dilemma that faced Capp's Corner is not an isolated one. Situations like this occur frequently in neighborhoods across the city. All of us can recount stories of unhappy closures of restaurants, bars, and favorite shops. These establishments that add so much vibrancy to our lives frequently lead a fragile existence. Sometimes it's landlord greed, sometimes not. Frequently landlords are simply being prudent with their investments and their hard-earned savings. We don't blame them for that. We all love our city and the wonderful historic neighborhoods in which we live and do business.

Old saloons and restaurants contribute a great deal

to our urban living. They provide us with social centers in which to interact with our fellows. And that becomes increasingly vital in our age when impersonal computers isolate us in cocoons of silence and debilitating introspection.

### BE OPTIMISTIC NOT OPPORTUNISTIC

So it's increasingly important that we be vigilant in support of what is really our human support system. And when our way of life is challenged, we must stand up and be counted the way Governor Brown, Lawrence Ferlinghetti, and others have done in the case of Capp's Corner. Sure, we screw up sometimes. We let old places die off for lack of patronage. Remember, too, that we let the 49ers slip away. Sometimes we just can't make up our minds. We're contentious. But we seem to be on track for doing something right with the Golden State Warriors.

If you read this column regularly, you know that I am an optimist. I tend to believe people are motivated to do good things — for the greater good of all of us. Many of us optimists rallied around Capp's Corner. And the good news is we will continue to be able to do that.

Cheers!

E-mail: [ernest@marinatimes.com](mailto:ernest@marinatimes.com).

## NORTHSIDER ∴ Good guys

# Presenting Mr. Marina 2015

BY JOHN ZIPPERER

**T**HE FOUR-YEAR-OLD MR. MARINA competition added to its accomplishments in 2015 by bringing in \$190,000. The money was not earned for a pageant company or for program organizers. This event brings in all of that money (a total of \$525,000 since the competition started) for a good cause: the Leukemia and Lymphoma Society.

The March 18 event took place at the Regency Ballroom; judges for the competition included District 2 Supervisor Mark Farrell. Winning contestant Michael Thomas, who was profiled in these pages along with other competitors last month, announced that he is the son of a cancer survivor; his mother even traveled from the Midwest for the event.

In addition to the good feeling of having helped raise a record amount for blood cancer research, winner Thomas receives a number of prizes, including bottomless mimosas at Ottimista Restaurant and Bar, Chubbies shorts, free burgers from Super Duper Burgers, monthly flowers from BloomThat, a tab at HiFi, and sushi at Ace Wasabi's Rock-N-Roll Sushi.

### OVERHEARD ON DOWNTOWN STREET

Man to companion: Let me tell you as someone who used to be a valet parker. It's always the person with a 20-year-old Toyota Tercel who tips, but the guy with the Maserati never tips.

E-mail: [john@marinatimes.com](mailto:john@marinatimes.com)

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# Besting the boys

BY STEVE HERMANOS

**K**ATE SCOTT ROLLS OUT OF HER Panhandle-area apartment at 3 a.m., commutes through the Broadway Tunnel, and at a studio near the Embarcadero joins KNBR hosts Brian Murphy, Paul McCaffrey, and fellow reporter Patrick Connor to begin the day's sports talk on KNBR-AM (680) radio's *Murph & Mac* show, the highest-rated morning show among men in the Bay Area.

At 9 a.m. each weekday, Murph, Mac, and Connor depart into the fresh air, but Scott remains in the studio for the day's second show, delivering tidbits of news and the traffic, and continuing the repartee with Gary Radnich and Larry Krueger. For Scott, that's 35 hours of live, unscripted, bantering, razor's-edge radio every week. Then there are the weekends, when Scott appears before the camera for *NBC Bay Area News* as the sports anchor. Added to that, she's the sideline reporter for the San Jose Earthquakes.

I caught up with Scott recently to discuss what it's like working with the big boys of Bay Area sports radio.

**You're surrounded by men from 5 a.m. to noon? How do you feel about mixing it up with Murph, Mac, Patrick, Gary, and Larry?**

This may sound odd, but working with and mixing it up with men feels very normal to me and it always has. Ever since I was a little girl playing baseball and basketball with the boys in the street down in

Clovis, to wanting to be a Mic Man instead of a member of the dance team at Cal, to working at KNBR today, I've always gravitated to spaces that others tend to see as dominated by men and I've simply seen as places where I want to be.

**Gary got into a Category 5 maelstrom last year about his comments that it was a bad idea for the San Antonio Spurs to hire Becky Hammon, a female assistant coach, that she wouldn't mesh with a team of male, pro basketball players. How did you feel about that, and about working with Gary in general?**

To be completely honest with you, we disagree so often that I don't recall it being anything other than a typical day of work for me, and I think that's a big reason the show is so successful. We respect the h— out of each other, but we're incredibly different people. He's a 50-plus-year-old straight male with a family, a Bentley, and 30-plus years in the industry, versus a 31-year-old gay woman with no kids, 10 years into her career, driving a 10-year-old Prius with a broken tail light. Because of our differences, we come at every topic from vastly different perspectives. We're not trying to create conflict for the radio, we simply can't understand how the other can actually believe what they're saying and that honesty — in my opinion — is why it works. Because while I may think Gary's insane for voicing a certain opinion, I also know there's a good chunk of our audience nodding at their radios in agreement. On the flip side, I know there's another good chunk yelling

back at their radios saying, "Kate! Please tell Gary he's full of crap!" Which harkens back to my earlier answer about the age difference. Because Gary encourages the conflict, I think our differences are a spectacular advantage. The more voices we can represent, the more people we'll have sticking around to listen.

**The sound of your voice, your timing, and rejoinders are consistently outstanding. How much of that is natural talent, and how did you work on those skills?**

I'm humbled you've even asked. Thank you so much for the compliment! I never expect folks outside of the industry to give any of those "inside radio" things a passing thought. Well, as Gary would say, I've been "blessed" with this voice, though I have tweaked it a few times over the years to get it where it is today. The first tweak came after a high school boyfriend mentioned that I'd been sounding really "nasally" while reading the morning announcements over the school P.A. system. I wanted to punch him in the face. Heck, I'm pissed off all over again just thinking about it now, ha! There was no punch, but I did start listening to myself more closely and — annoyingly — he was right, so I worked to get rid of that.

Then a few years ago a friend recommended I get into voiceover, so I took some classes at Voice One and ended up learning a ton of stuff that I now utilize in my radio work. Little things, like how a slight change in pace or tone can convey a completely different meaning, how to emphasize a word or phrase without changing the vol-



Radio/TV broadcaster and sportscaster Kate Scott. PHOTO: SAN JOSE EARTHQUAKES

ume of your voice. Voice over and voice acting truly are arts. Those classes were an unexpected kick in the pants.

As for timing, I think that has a lot to do with the fact that I'm a perfectionist and in radio, a second of dead air can feel like a lifetime. I absolutely despise it! So when I started at KNBR, I paid really close attention to how and when the guys I work with tended to breathe or break off a thought, so that I was able to jump in the moment they were done.

So I suppose the answer to your question is it's a bit of both.

**Do you have any sports broadcasting idols?**

Linda Cohn of ESPN's Sports Center. She's fantastic. She talks sports like one of the guys.

*Steve Hermanos is the author of Orange Waves of Giants! The 2012 Championship Season. E-mail: steve@marinatimes.com*

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# Bring it back: The sprezzatura factor

BY OWEN EDWARDS

I HAD THE RARE PLEASURE recently, while reading an essay in the “personal history” section of *The New Yorker*, to discover that I once knew something that the great, erudite writer John McPhee did not. McPhee recalled looking at an essay by one of his students at Princeton and coming upon the word “sprezzatura,” which was new to him.

Dictionaries in English and Italian were no help, and his Italian son-in-law didn’t have a clue. He finally got the definition of the rare word from the student who had used it. There’s a longer version, but sprezzatura is most easily defined as the quality of doing difficult things and making them look easy.

My pleasure came from having known the word for quite a long time before McPhee learned it. Knowing it gave me a momentary edge on McPhee, who teaches at Princeton while I dropped out, unlaureled, from the University of Virginia.

I discovered the wonderful word in a Renaissance work called *The Book of the Courtier*, by Baldesar Castiglione, a primer on manners and noble behavior in much the same vein as Machiavelli’s primer on princely politics and tactics. At the time, I was writing a column about office politics for *GQ* maga-

zine, and the book was suggested to me by a motorcycling pal, Jeffrey Schnapp, then the head of the Italian department at Stanford and now at Harvard.

As described by Castiglione, sprezzatura was a high virtue in Renaissance Italy, when – presumably – any show of effort was decidedly déclassé, an early 16th century version of “never let ‘em see you sweat.” The roots of this form of virtue may lie in the ancient Greek sin of hubris, now thought of as pride but in polytheistic times defined as any attempt to vie with the gods – who were very cranky about that sort of pretension. Centuries later, the echoes of the virtue infused the thinking of the British empire, from the aristocracy all the way down to the soldiers who went out to hostile climes (just think about Lawrence). In that world, modesty was next to godliness, and a chap simply did not blow his own horn. This modesty extended to the uncomplaining, remarkable women who traveled across the desert or the jungles in their heavy Victorian dresses. In a somewhat diluted form, sprezzatura even reached to the suburban society of my youth, where anything that might be construed as bragging was seen as a character flaw.

A few decades ago, a famous football coach admonished his players, “When you get into the

end zone, try to act as if you’ve been there before.” In the fifties, I played high school football (quite badly) and college lacrosse (not much better), and I can’t remember ever seeing the kind of self-congratulatory celebration players in all sports now indulge in. I managed to score one touchdown (due to a very well-thrown pass) and trotted back to my team with practiced humility – no end-zone dance, no high fives or chest thumps, just the murmured, “Nice catch” from my teammates. Even without my showing everyone what a wonderful thing I had accomplished, my side still added six points to the scoreboard.

Sprezzatura has long vanished from sports, both here and abroad. Players wildly celebrate all sorts of minor accomplishments, as if the public, and team owners, need to be reminded constantly that those stratospheric salaries are justified. There may be no “I” in team, but there’s an “E,” and it clearly stands for “egotism.” Perhaps only golf retains modesty, with the sinking of a 50-foot putt eliciting nothing more than a doffed cap. Baseball, too, still honors the credo of no-big-deal when a great double play is turned or a fast ball sails up and out of the park. It takes a mighty ovation to get a batter to come back out of the dugout and tip his hat to the crowd. (It must be

noted, however, that one of our local baseball batting heroes had the dubious habit of slowing his home run trot to an insolent and self-congratulatory glacial pace.)

Since sprezzatura was a virtue, the opposing vice was simply its lack. The understanding was that you either possessed sprezzatura or you didn’t. I suspect that sprezzatura, like most virtues, is an acquired trait, not something we’re born with. One has to be taught to be self-effacing, especially when accomplishing something very difficult. Observe groups of chimps and gorillas, and you’ll see a lot of male huffing, puffing, and strutting. These days, we live in the age of self-proclamation exemplified by the rivers of selfies flooding Facebook, Instagram, et al. Everyone with an iPhone is at the center of his or her universe, far less introspective than deeply self-interested. The idea of making difficult things look easy has been replaced by making easy things look important. Getting to the Eiffel Tower is not challenging – it’s not climbing Mt. Everest – but out from Paris flow the countless “Look where I am, look what I did” photos that are the digital equivalent of dancing in the end zone.

Why is sprezzatura a lost virtue and immodesty the default setting of at least a few generations? Maybe we can blame it on the self-esteem movement in parent-

ing and education (“Everyone’s a winner!”), on the effect of television on sports, on the “Real Housewives of Everywhere,” on men feeling threatened by powerful women and ramping up their bluster, on a steady diet of superhero movies, on the simple atrophy of a noble tradition going the way of the necktie, eye contact, and family dinners.

Is there any hope of saving this particular saving grace? Perhaps, though, like conquering Everest, it will be an uphill climb. May I suggest that parents and teachers start letting kids know that there are winners *and* losers, and almost invariably more of the latter than the former. And that sports shows include the worst ego trips of the week along with their highlight reels. And that the terms “bragging” and “showing off” be given the perp walks they so richly deserve, and “bad form” once more be recognized as good criticism.

Who knows? If sprezzatura can be restored to its original glory, perhaps a new Renaissance might be just around the corner.

*Owen Edwards writes frequently about design, style, photography, and motorcycles. He believes in sprezzatura, and wishes he could practice it. E-mail: owen@marinatimes.com*

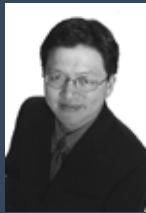
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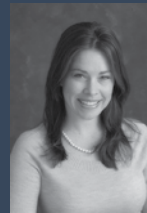
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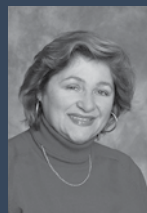
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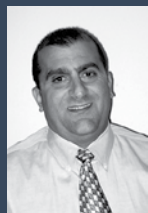
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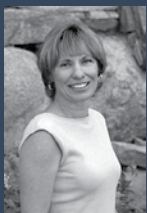
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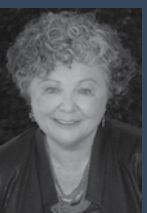
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THE TABLEHOPPER ∴ New and improved

# Presidio heats up

BY MARCIA GAGLIARDI WITH DANA EASTLAND

**M**ICHAEL BILGER AND EVIN Gelleri of the former Georges restaurant in the Financial District have a new project in the works. It's opening in the former Dixie space in the Presidio and will be called **Sessions** (1 Letterman Drive). According to a press release, they'll be offering "craft beer, craft cuisine, and craft cocktails," so remember to bring your knitting. They want to keep the environment welcoming and cheerful, and the focus will be on session-style beers, or beers made with lower alcohol so you can enjoy more than one at a time

(and all day and night on your back porch before you get hammered). They will also have local beers on tap, cask-conditioned beers, and some nitro beers.

As for the food, they've partnered with the organic farm at Skywalker Ranch in Marin for their produce, and will offer seasonally driven dishes designed for sharing. Lundberg Design — whose previous projects include Mourad, Quince, and Hard Water — is working on the space. They will use large windows and natural elements to bring the beauty of the Presidio inside, and the space will offer both indoor and outdoor seating. The plan is to open in late spring.

**Off the Grid** has returned to the Presidio and Fort Mason after a winter hiatus. **Picnic at the Presidio** is back on the Main Post Lawn, with food trucks, food stands, mimosas, bloody Marys, and music. Party! It's happening every Sunday from 11 a.m.–4 p.m. until November. **Off the Grid Fort Mason** is also back, with food trucks, cocktails from Rye on the Road, beer from Magnolia Brewing, and wine pairings. You can continue to enjoy that party every Friday from 5 p.m.–10 p.m.

## RUSSIAN HILL

The former Interior Visions is being transformed into a currently unnamed **sushi restaurant** (2206 Polk Street) from the chef-owner of Saru in Noe Valley, Billy Kong, and the chef-owner of Seiya in San Carlos, Kuo Hwa Chuang. The menu will focus on kaiseki (multi-course Japanese dinners) and traditional sushi, so don't expect yet another place with a menu of spicy tuna rolls with cream cheese. There will be a sushi bar and tables, about 45 seats in all. The change-of-use has been a long process, but construction is under way, and they hope to open in July or August. There will be more details to release soon, like the name, so we'll keep you posted.

After Sean Baker left last month, it looks like **Verbena** has a new chef. His name is **Ryan Shelton** and his previous experience includes Chez TJ in Mountain View, the fantastic Baumé in Palo Alto (the restaurant earned two Michelin stars), Le Cigare Volant in Santa Cruz, and, most recently, the Palo Alto Grill. He is currently in the kitchen at Verbena and is actively working on his new menu, which should be rolling out over the next couple of months. No word yet on what opening chef Sean Baker is doing next.

A neighborhood friend let us know that **Ala Romana** (1098 Jackson Street) in Nob Hill has closed, and it looks like the space is for lease.

## NORTH BEACH

San Francisco is lucky with our current bakery game right now, because it's strong. Due to open late summer is **Un Fil A**

**La Patte** (1314 Grant Avenue) from David Carbonell, a French transplant who has been living in the Bay Area the past five years. His family has been in the bakery business for more than 200 years, because that's how things roll in France, although he broke from the baking path to study art history, and then to be a journalist and war photographer. But now the family's baking roots have tugged Carbonell back. He is inspired by how obsessed San Franciscans are about food,

and because he wants to offer baked goods with a real "French taste," he will only use French ingredients, from the butter to flour. He knows this will be challenging, but he really wants to make it happen.

**Carbonell will offer the rare le pain du chat rouge, which means "the bread of the red cat."**

He will focus on viennoiserie, with specialty pastries, breads, and desserts (he mentions olive bread, cereal bread, and macarons, too). Carbonell will also offer some rare items, like *le pain du chat rouge*, which means "the bread of the red cat," a recipe that is more than 300 years old. More than anything, he really wants his bakery to become a daily stop for the people in the neighborhood.

The location was previously a shop, Metis Makers, so it will require some permitting hurdles and remodeling. He wants the look to be like a humble "bread depot, where people feel at home, a French corner in the heart of San Francisco." As for the name, of course it has roots in the 17th century: It translates as "a string attached at your leg," which was a reminder to flirtatious married men that they should think before looking at other women. Oh, the French. Look for updates from us this summer.

## FINANCIAL DISTRICT

An April opening is slated for the new location of **Fish & Farm** (424 Clay Street, 415-474-3474), which is moving into the former Elephant & Castle location in the Financial District. **Fish & Farm**, which currently is housed in the Hotel Mark Twain, will close that location on March 31, according to *Barbary Coast News*. Look for a new American menu with sustainable seafood and meat, along with a full bar, wine, and beer.

Sachin Chopra and Shoshana Wolff, who own **All Spice** in San Mateo, decided to close their restaurant, **Game**, which opened in November in the former Masa's space, and have reopened it as a San Francisco location of **All Spice** (648 Bush Street, 415-874-9481). The **All Spice** menu is focused on modern American takes on Indian flavors, along with a special chef's tasting menu.

## TENDERLOIN/LOWER NOB HILL

One to watch: The Bacchus Management Group (of Spruce and The Village Pub) is opening a restaurant in the Saratoga Hotel building (1008 Larkin Street; originally reported in the *Inside Scoop*). The neighborhood is unusual for the group — they've typically opened shop in places like Pacific Heights, the Marina, and Woodside. We have been tracking the space for over a year, and *Eater* is reporting that the group is still waiting on a conditional use authorization from the Planning Department, which includes a restaurant and bar with seating for 72 in a 4,200-square-foot space. They aren't divulging any additional details right now, though it may be called **The Saratoga**. Time will tell.

## EMBARCADERO

If you're heading to the Ferry Building, **TABLEHOPPER**, continued on 16



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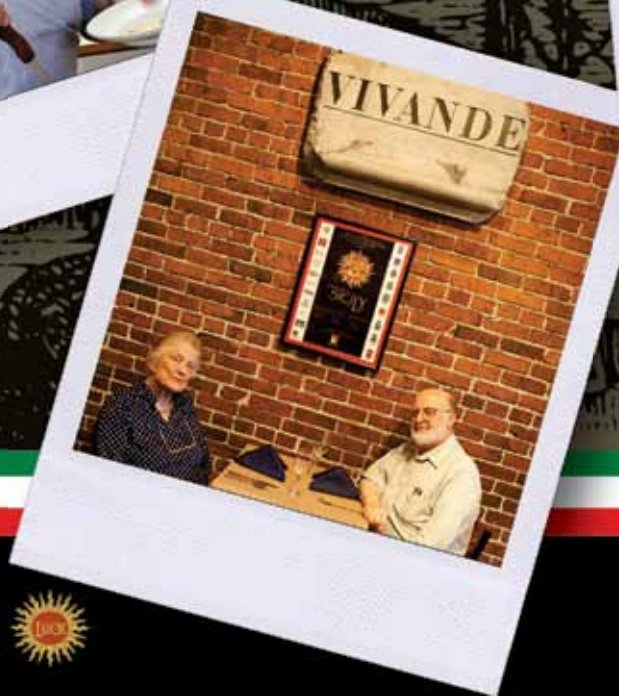
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NEW AND NOTABLE :: Update



Clockwise: Florio executive chef Colin Dewey; petrale sole; Florio strozzapreti. PHOTOS: DEVIN MOORE

New chef brings rustic Italian flare to Florio

BY JULIE MITCHELL

**A** FILLMORE STREET FIXTURE SINCE opening in 1998, Florio's bright-red-and-dark-wood exterior, warm bar, and dining room with its classic black-and-white checkerboard floors, is a neighborhood favorite. And now the cafe, which has always featured specialties from France and Italy, is in the skilled hands of new executive chef Colin Dewey, who has crafted an Italian-focused menu. Dewey was most recently executive chef at the city's Zero Zero before taking a three-month sabbatical in Italy. The new menu, introduced in February, retains some of Florio's bistro classics such as steak frites (\$32) and pan-roasted Mary's chicken (\$26/\$47), while including updated renditions of rustic Italian dishes. All items are made in-house from pasta to sauces to sausage and pastries.

"I'm excited to pay homage to the history of Florio, and this incredible room, by honoring the Florio classics while making the dining experience feel more like an authentic Italian home," says Dewey.

Dewey's "Additions to the Menu" are listed near the top, starting with a savory roasted garlic sfornato (a souffle-like velvety custard) with caciovacalvo fonduta (fondue cheese) and black pepper walnuts (\$10), especially delicious with an appetizer of crispy sunchoke chips (\$5); strotzzapreti (hand-rolled pasta) with olive oil, poached tuna, spicy puttanesca sauce, and bottarga (salted, cured fish roe) breadcrumbs (\$21); and meatballs with tagliolini — a luscious timbale of pasta and melt-in-your-mouth

pork-and-veal meatballs with marinara sauce (\$14/\$19). Another standout dish is the tagliatelle with guanciale (meaty, juicy pork jowl) accented by red onion, black pepper, cream, and pecorino cheese (\$20).

Other first-course options include an arugula and frisée salad with Asian pears, shaved fennel, celery, hazelnuts, and a pear vinaigrette (\$11) and prosciutto di Parma and burrata with unfiltered virgin olive oil and baguette (\$15). Main courses tend toward more bistro-like fare such as Fort Bragg

All items are made in-house: pasta, sauces, sausage, and pastries.

petrale sole (\$32); a seafood stew of fish and shellfish with San Marzano tomatoes (\$28); and a grass-fed burger served with Gruyère cheese and caramelized onion served with salad or frites (\$16). There are several vegetable sides, such as roasted baby carrots (\$8) and sautéed broccoli di ciccio with preserved lemon and garlic (\$9).

Dewey puts an Italian spin on desserts, too, with an extra-virgin olive oil cake with orange-infused oil from Sicily and butter-milk panna cotta. (Note: menu specialties change weekly or biweekly.)

The cocktail, wine, and beer menu is straightforward, offering several cocktails "de maison," and an ample sampling of wine and beer from California producers as well as many Italian and French varietals.

Stop in at this Fillmore Street standby, and try a taste of something both old and new — you won't be disappointed.

**Florio:** 1915 Fillmore Street (btw. Pine & Bush), 415-775-4330, floriosf.com/, daily 5:30-9:30 p.m.

E-mail: julie@marinatimes.com

TABLEHOPPER

CONTINUED from page 14

you'll notice the **Frog Hollow** (Shop No. 6, 415-445-0990) cafe has made some exciting changes. To start, they now have a beer and wine license and serve two beers (Jagged Edge IPA and Hefeweizen Bavarian Wheat), along with two white wines (Bloomfield Chardonnay and Viognier) and two reds (both from Cline Cellars). They are also offering an after-hours menu Monday through Saturday from 5 p.m.-7:30 p.m., with special snacks. The menu includes a seasonal pizza, soup, and a house-made cookie plate. They've been growing barley on the farm for the last year or so for Thirsty Bear Brewing, so the barley shows up in the seasonal soup. To accommodate happy hour diners, they've also added some new seating,

with sturdier tables and chairs, more planters for ambiance, and even new heat lamps so you can enjoy the view when the fog rolls in. They are also improving the seating in the interior and adding some new double doors to the patio, but that is an ongoing project.

The Ferry Building **Blue Bottle Coffee** (Shop No. 7, 510-653-3344) has completed its remodel and is open for business. The space has been designed to help customers order more easily and to increase the speed at which baristas can prepare drinks. Lookin' good, guys!

Marcia Gagliardi is the creator and Dana Eastland is the associate editor of *tablehopper.com*, a popular insider weekly e-column about the San Francisco dining scene; subscribe for more news and updates. Follow Marcia on Twitter: @tablehopper.



# How to make perfect eggs every time

BY SUSAN DYER REYNOLDS

**W**HEN IT COMES TO recipes and cooking, I get more questions and comments about eggs than anything else. Though even the great French chefs of today can't confirm it, legend has it that the French toque contains 100 folds to represent 100 ways to make eggs. Without a doubt, eggs can be confounding. They can be delicate and devious, with mere seconds separating perfection and ruination. There are also many myths about eggs, perhaps the most prevalent is that it is easier to peel an older egg than a fresher one. I have found it makes no difference how old the egg is; it's all about technique (visit [marinatimes.com](http://marinatimes.com) for my how-to video on peeling boiled eggs).

I have spent many years perfecting the basics of egg cookery. Along the way I discovered some simple tricks that have proven foolproof. They may seem counterintuitive or go against everything you've read or heard (for example, to make scrambled eggs, you must add milk and cook them "low and slow"), but trust me, once you conquer these methods, you'll never fear eggs again.

## PERFECT SCRAMBLED EGGS

Crack two eggs per person into a medium-sized bowl. Whip the eggs with a wire whisk until

thoroughly combined and frothy. Meanwhile, heat a medium-sized nonstick skillet over low heat. Add two tablespoons of butter and swirl it around to evenly coat the surface. Pour the beaten eggs into the pan and watch closely. As soon as curds begin to form, crank the heat to high, and stir gently but consistently with a wooden spoon. (For larger curds, fold the eggs rather than stirring them.) Remove the eggs from the heat just before they are done (if they look done in the pan, they will be overdone on the plate) and serve immediately.

## PERFECT HARD-BOILED EGGS (AND HOW TO PEEL THEM)

Gently lower desired number of eggs into a medium-sized saucepan and add just enough water to completely cover. Bring water to a strong simmer and then turn off heat. Leave pan on burner and cover. Set timer for 11 minutes for just-done hard-boiled eggs (best for eating), 13-14 minutes for harder-boiled eggs (best for deviled eggs). Run eggs under cold water for 30 seconds.

**To peel the eggs:** Drain water and gently roll eggs around in the pan to crack the shells. While running one egg under a small stream of water, find the air pocket at the large end and flick the shell with your thumb to loosen the inner and outer membrane and shell from the egg (the membrane is opaque and the texture

is rubbery like a blown-up balloon, while the egg white will be smooth and slippery). Once the membranes and shell are loosened from the egg white, you should be able to easily peel the entire shell away using your thumb and index finger. If you get stuck, return to flicking the shell with your thumb until you loosen the membranes and shell again. (This peeling technique also works for soft-boiled eggs.)

## PERFECT SOFT-BOILED EGGS

Add one inch of water to a medium-sized saucepan, and bring to a simmer over medium-low heat. Carefully place desired number of eggs into the water and cover the pan. Cook for exactly 7 minutes. Remove from heat and run under cold water for 30 seconds. I prefer medium soft-boiled eggs, so that the whites are fully cooked and the yolks are slightly runny. For softer boiled eggs (slightly soft whites, very runny yolks) cook 5-6 minutes. True aficionados can invest in an egg topper such as the one made by Rösle (around \$20) to cleanly crack the top of the eggshell so it's easily and neatly removed. Serve immediately in egg-cups with "soldiers" (thin strips of buttered toast) for dipping.

## PERFECT POACHED EGGS

Fill a large French oven or low-walled, wide stockpot with water and set over medium-low heat.



A perfectly poached egg. PHOTO: SUSAN DYER REYNOLDS

Crack desired number of eggs into individual ramekins or small bowls. When the water is gently simmering, add a splash of vinegar (this helps the whites to stay together). Using a slotted spoon, stir the water to create a whirlpool and gently slide the eggs in one at a time (this winds the egg whites around the yolk). Don't crowd the pan — if you're cooking for a large group, do the eggs in batches of four. (You can also partially poach the eggs ahead of time, then finish cooking just prior to serving.) Set the timer for 4 minutes. Prepare a plate with a clean cotton kitchen towel or a paper towel. Using the slotted spoon, remove each egg gently from the water and set on the towel to drain. Serve immediately with toast, hash browns, or grits, or on top of English muffins with Hollandaise sauce and a sprinkle of paprika.

## PERFECT SUNNY-SIDE-UP AND OVER-EASY EGGS

Heat a frying pan over low heat for five minutes (use an

8-10-inch pan for two eggs and a 12-inch pan for four eggs). Crack eggs into individual ramekins or small bowls. Add 2 tablespoons vegetable oil to the pan and swirl to coat. Working quickly, pour one to two eggs into one side of the pan, then the remaining one to two eggs into the other side of the pan. Cover the pan, increase heat to medium-high, and cook for exactly 1 minute. Remove pan completely from heat and let stand covered for 15-45 seconds for runny yolks (white around edge of yolk will be barely opaque), 45 seconds to 1 minute for slightly runny yolks and opaque whites, and about 2 minutes for medium-set yolks. **For sunny-side-up eggs:** Use spatula to transfer eggs from pan to plate. **For over-easy eggs:** Prior to letting eggs stand, gently flip the eggs over with a spatula, then flip them right side up onto a serving plate.

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## THE HUNGRY PALATE :: Sam's Grill 2.0

# Sam's Grill and Seafood Restaurant

BY ERNEST BEYL

LAST SUMMER, SAM'S Grill, that historic fixture of San Francisco downtown dining at 374 Bush Street, was on life support. Then it closed and remained dark until October. Suddenly, it came back to life when a small group of Sam's loyalists took it over, negotiated a new lease for the 147-year-old seafood restaurant, touched up the paint here and there and reopened to loud rejoicing of its regulars.

Sam's is a restaurant where regulars reign supreme. And Sam's regulars are downtown business types, well known to the establishment. It only takes reservations for six or more at lunch but will take reservations for dinner. The regulars, who all seem to know each other, simply walk in without reservations and hang out at Sam's small bar for a Bloody Mary or a straight-up martini, before being ushered into one of the curtained booths that hides them away from the occasional Yelper or guide-book tourist.

While not a first-string, varsity regular that suits up each day for my fix of fresh seafood, I have patronized Sam's for years on an occasional basis. Readers will know that Sam's is my kind of place — no-nonsense food and drink, served in a no-nonsense style. So when word got out that Sam's Grill had reopened, I thought it would be a good time to reassess what was going on at that somewhat shabby corner of Bush Street and Belden Place.

But rather than make you wait longer for an evaluation, let me state that things are just fine at Sam's Grill — meaning things are just about the same. The old tuxedoed waiters are still there (two of them have been there for more than 40 years), and the food has maintained that consistent excellence that drew me there in the first place.

### FOUNDED IN 1867

A bit of history will help you position Sam's Grill in

San Francisco restaurant lore. Tadich Grill dates its founding to 1849, the Old Clam House to 1861, Sam's Grill to 1867, Fior D' Italia to 1886, and Schroeder's to 1893. Sam's opened as an oyster saloon in San

and one evening with a group headed by historian Kevin Starr and attorney John Briscoe.

Unless, you are an unshakable and total carnivore, an unremitting pasta-head, or a vegetarian, you go to Sam's for the seafood. That's why they call it Sam's Grill and Seafood Restaurant. The menu is printed and dated each day because the restaurant gets daily fresh fish delivery and the menu reflects that. So it's understandable that the line cooks at Sam's Grill have a sturdy embrace of the concept of the broiling, grilling, or sautéing of fresh seafood. When I have dined there, almost always



PHOTO: BELDEN-PLACE.COM

## Sam's is a restaurant where regulars reign supreme.

Francisco's California Market that stood where the Bank of America building is now. It was called M. B. Moraghan's. Later, it was operated by Sam Zenovich. Its name was the Reception Cafe, but most patrons called it Sam's. Then it changed hands in 1937 when Frank Zeput bought it, and it became Sam's Grill and Seafood Restaurant. It moved to 374 Bush Street in 1946. Phil Lyons bought it in 2005. And now, as I said, a group of Sam's regulars have taken it over.

These days your host at Sam's is a personable young man named Peter Quartaroli who has become the proprietor and a general partner. Besides being a good front man for his restaurant, Peter is an actor and producer who has appeared in more than 30 film and TV projects — including playing a cop in the movie *Zodiac*. He has also produced six films and is currently brainstorming one based on a character from Sam's Grill. I'm looking forward to trying out for that part.

### SIMPLY SEAFOOD

Since it reopened last year, I've dined at Sam's with several buddies in whose palates I have considerable faith: James Melling, my North Beach chum, whom I call the Gentleman Trencherman; Carl Nolte, the *San Francisco Chronicle's* Native Son columnist;

my fish, scallops, prawns, or whatever, have been still sizzling on the plate as the tuxedoed waiter set it down on the white tablecloth.

Before launching into a menu assessment, let me mention the crusty and sour sourdough bread, a special bake by Boudin, which greets you at your table along with the small crock of good salted butter. I've read a few complaints on the Internet that the bread is put out in advance and is dry. That has not been my experience.

### HANGTOWN FRY

Appetizers at Sam's are old school. The crab cocktail (\$11.50) is a generous mound of Dungeness crab legs and body meat laced with a proper Louie dressing. The deep-fried onion rings (\$4.25) deserve applause — crisp and not greasy as they sometimes can be. Maintaining my old-school ties, I have enjoyed the celery Victor salad (\$10.50), originally created by chef Victor Hirtzler at the Hotel St. Francis, or the no-nonsense crab Louie (\$21.50), both of which remind me of my San Francisco roots. I'm told that the Caesar salad (\$10.50) is a good choice, but I somehow have missed it.

I've also missed the clam chowder (\$3.50 cup/\$4.50 bowl) as well as the mock turtle soup (\$3 cup/\$4 bowl). I know

SAM'S GRILL, continued on 19



## NOT TO MISS DISH :: Best Steak in Town



PHOTO: COURTESY OSSO STEAKHOUSE

### Bone-in filet mignon at Osso Steakhouse

BY SUSAN DYER REYNOLDS

IT HAD BEEN NEARLY A YEAR SINCE I checked out the carnivorous offerings at Osso, the stylish Art Deco-inspired steakhouse on Nob Hill. I was a huge fan of the bone-in filet mignon at Bobo's when Jerry Dal Bozzo was part owner there, so I expected the quality of the steaks at Osso to rival Bobo's when he sold his interest and opened his new place.

My first visit to Osso shortly after they opened proved the steaks not only rivaled those at Bobo's, they were even better. And so, for my birthday dinner last month, I chose Osso as the destination (as an added perk, they offer free valet parking). Their signature steak, the bone-in filet mignon, which also happens to be my favorite, now comes in three sizes: petite (8 ounces, \$39.95), big (16 ounces, \$49.95), and gladiator (22 ounces, \$69.95). I went for the big (it was my birthday, so I felt no guilt whatsoever). It arrived at the table sizzling

in a well-seasoned cast-iron skillet, the aroma of garlic and rosemary wafting through the air. The caramelized crust was reminiscent of the bark on the very best brisket you can imagine; dark, crisp, and smoky, creating the perfect seal to keep all the juices inside the meat. The interior was a meltingly tender, evenly rosy medium rare.

Bone-in filet mignon is different than its boneless counterpart — the bone imparts immense flavor, and the texture is more like that of a rib eye, including the intense marbling. I thought I would be taking some steak home to share with my pit bull, Skylar, but I couldn't stop (it was my birthday, though I did feel a twinge of guilt).

I didn't think it was possible for the bone-in filet mignon at Osso to get any better, but it has. If you love steak, you have to head to Osso. In my opinion, it's the best steak in town.

**Osso Steakhouse:** 1177 California Street (at Jones), 415-771-6776, [ossosteakhouse.com](http://ossosteakhouse.com)

### SAM'S GRILL

CONTINUED from page 18

I have to try the mock turtle soup, served only on Wednesdays, and I've set myself a goal to do that because it has received raves from my buddies. Another Sam's Grill goal for me is Hangtown fry, the oyster and bacon omelet that dates back to the Gold Rush. I'm a good eater, but there are only so many days in a week for this research.

#### A FEW FAVORITES

Probably the number one choice of dinners at Sam's is the petrale (\$13.50). I prefer it charcoal broiled and napped with a bit of brown butter and a squeeze of lemon. Other top choices for me are the boned Rex sole (\$13.50), halibut (\$16.50), and swordfish (\$22). All are well handled, presented simply, and need no enhancing. I would also like to give a vote of confidence to the fried Olympia Oysters (\$22.50). This is a favorite. I dab a bit of tartar sauce on each bite and away I go.

As to side dishes, a requirement for my buddies and me, I go for the creamed spinach and the glorious, crispy hash browns (\$4 each). These are extras, though your plate — really a platter — comes with an accompaniment of sautéed mixed vegetables

### The fried Olympia Oysters are a favorite. Dab a bit of tartar sauce on each bite.

(carrots, cauliflower, and zucchini perhaps), not done to mush but still with a bit of snap, and a chunk of perfectly boiled potato.

The wine list at Sam's Grill is not extensive but it is serviceable. I tend to stick to the Napa Valley St. Supery sauvignon blanc (\$9 glass/\$35 bottle).

For dessert, I'm told that Sam's offers a fine tiramisu (\$6.50) and a good rice pudding (\$4). I can't comment on them. But I'm betting they are good.

**Sam's Grill and Seafood Restaurant:** 374 Bush Street

(at Belden), Monday-Friday, 11 a.m.-9 p.m., 415-421-0594, [belden-place.com/samsgrill](http://belden-place.com/samsgrill)

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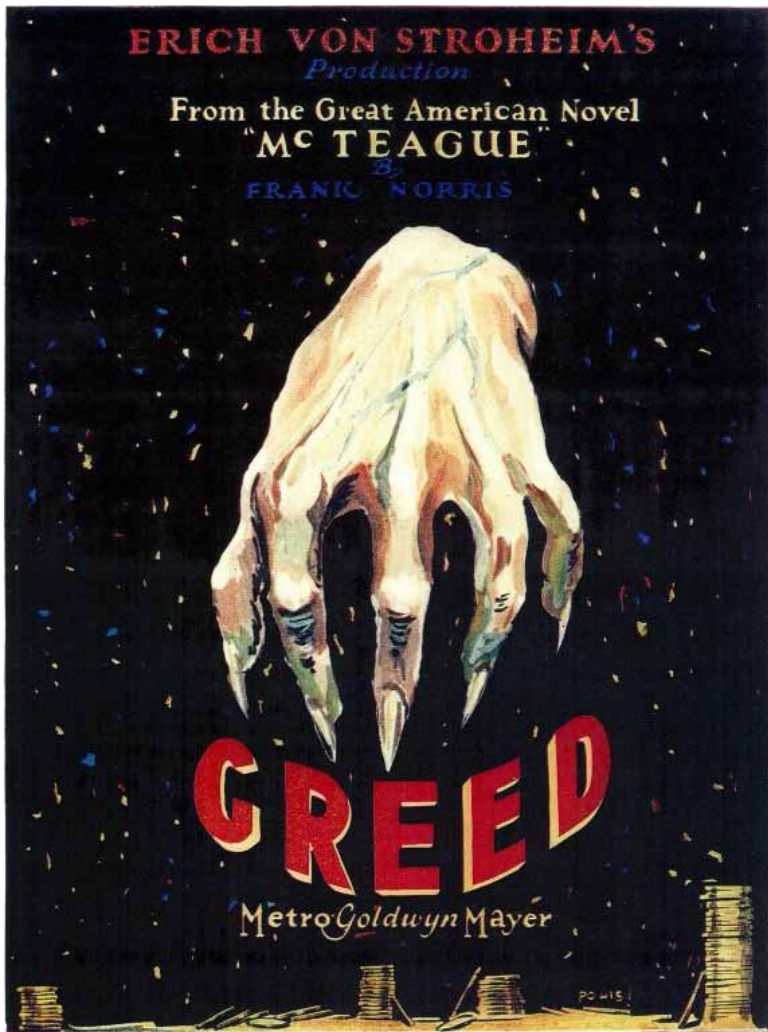
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Greed was a San Francisco-made classic. POSTER: © METRO GOLDWYN MAYER

FILM HISTORY

CONTINUED from page 1

Miles organized a company to rent films to exhibitors. This was a revolutionary idea at a time when exhibitors purchased movies directly from the manufacturers. In addition to their rental business, they formed the Miles Brothers Motion Picture Company. Soon they were making simple, single-reel travel films. Then, in 1905, planning to add fictional story lines to their films, the brothers built a complete film studio in San Francisco on Mission Street. Bad timing: April 18, 1906 changed everything. The catastrophic San Francisco earthquake and fire stopped motion picture making in Northern California for several years. Meanwhile, Southern California became dominant in filmmaking.

CALIFORNIA MOTION PICTURE COMPANY

In 1912 San Franciscan Herbert Payne, heir to a

Comstock mining fortune who identified himself as a “clubman,” founded the California Motion Picture Company just north of San Francisco in San Rafael. Payne capitalized the company with \$1 million (big money at the time) and became president. He allied himself with George E. Middleton, from a prominent San Francisco family who operated an automobile agency on Van Ness Avenue. Middleton

Payne’s movie company was ready to go ‘big time’ with full-length features.

would become executive producer. Alex Beyfuss, an advertising executive, was the company’s chief accountant.

Though the California Motion Picture Company (CMPC) began making short films promoting the Middleton auto agency, by 1913 it was talking about going “big time” with full-length features. Middleton met a seductive Latin musical come-

dy star, Beatriz Michelena, who was the featured celebrity at the San Francisco Automobile Show in 1913. He married her and the fledgling film company had its star. It billed her as “The California Prima Donna” and in 1914, *Salomy Jane*, from a story by Bret Harte, was released in a burst of publicity. The film was, as they say, a box office smash. After that, The California Prima Donna starred in almost every CMPC film. Middleton turned out to be a good director and Michelena, a fine actress, albeit in a bravura, musical comedy fashion.

But it was just not to be. The Southland was rising. Hollywood film magnets like Adolph Zukor, William Fox, Carl Laemmle, and Jesse Lasky, who was born in San Francisco, not only made movies but also controlled distribution outlets. Payne, Middleton, Michelena, and Beyfuss were left without sufficient theaters in which to show their films. The last CMPC film was *Flame of Hellgate*. The beautiful Michelena played a dance-hall girl. But that was the end. The company closed in 1917. Middleton and Michelena divorced. He went back to the automobile business. She went back to the stage for a while and spent her final years in Spain. Though details are sketchy, film historian Geoffrey Bell in his book *The Golden Gate and the Silver Screen* (Fairleigh Dickinson University Press, 1984), states that Payne and Beyfuss “both, in time, were reported suicides.”

Even though Southern California and the major studios with their chains of exhibitors were ascending in the early 1900s, the San Francisco Bay Area continued as a center of filmmaking activity. All through the years of the silent films, there were studios here. Not only the California Motion Picture Corporation in San Rafael and Essanay in Niles Canyon, which finally shut down in 1916, but also the Leon Douglass Natural Color Studio, which produced some of the very early color

motion pictures, Vim Motion Picture Company in Alameda, and others.

ERICH VON STROHEIM’S GREED

The imperious director and actor Erich von Stroheim made one of his great films, *Greed*, in San Francisco in 1923. He

was the director’s masterpiece. The mercurial von Stroheim, hell-bent for realism, made his actors live in the rooms he used as the setting for much of the film. The building at Hayes and Laguna gained fame. It was reported by historian William M. Drew that in the late 1960s and early 1970s it was a brothel. *Greed* was seven hours in length. The autocratic director shortened it to four hours. After it had been further reduced against his will to 100 minutes, it was finally exhibited. When asked by the show business, trade publication *Variety* how it would be possible to screen a movie almost eight hours in length on one evening, he replied, “That is a detail I hadn’t time to bother about.”

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Erich von Stroheim made one of his great films, ‘Greed,’ in San Francisco in 1923.

took the novel *McTeague*, written by San Franciscan Frank Norris in 1899, and developed his own screenplay. A stickler for authenticity, von Stroheim found a two-story, 19th-century building at the corner of Hayes and Laguna Streets and used it as the principal location for what critics agree



Top to bottom: A still from *Greed*; Erich Von Stroheim in 1933.



Jean-Honoré Fragonard, *The Swing*, 1767. Oil on canvas, 31-7/8 x 24-1/4 inches. IMAGE CREDIT: THE WALLACE COLLECTION, LONDON

ART WORLD

CONTINUED from page 1

on two continents and in six countries, reads like a museum visit with friends who

know the score about art. De Montebello was the longest-serving director of New York’s Metropolitan Museum of Art (31 years) and is currently its director emeritus; Gayford is an art writer and critic.

What does it feel like to experience art up close and in-person? Our guides delve into the history and provenance of famous art works, how they came to live in their particular locations, and the competition between museums and private collectors. The sublime often overlaps with the ridiculous: They have to leave the Louvre early; an aching back is the culprit. And how does one feel “close” to the Mona Lisa when she’s behind thick Plexiglas and has her own guards? The stories occasionally disappear into art analysis that may seem self-indulgent to the reader, but the real world intervenes just in time to keep the narrative fresh and immediate. What kinds of art stop us in our tracks and demand our attention? What makes us turn away?

The book also makes the important point that the experience of looking is based in the now. The person we are looking at today, say, in a Van Gogh painting isn’t the same person when we return in the future with a different set of experiences influencing our

What does it feel like to experience art up close and in-person?

“looking,” combined with our prior memories of seeing. For example, the next time I’m at a Gerhard Richter exhibition, I’ll probably think about the retrospective in Chicago years ago, and that I had to leave early because of a hungry relative. My next time will surely be packed with last time’s baggage.

Sharon Anderson is an artist and writer in Southern California. She can be reached at [mindtheimage.com](http://mindtheimage.com).



# Serials make a killing

BY MICHAEL SNYDER

**A**FTER A MARATHON VIEWING OF all eight episodes of the charming and clever comedy series *Mozart in the Jungle*, I have one more reason to acknowledge the astonishing rise in quality on the television front. With the growth of high-end serialized narratives (mini, maxi, or ongoing, open-ended series), the one-time boob tube is giving the movie industry a serious run for its money. Plus, the shows, like so many feature films, are now available on demand in our homes and over our portable devices, which means ... binge watching! You can turn HBO's first season of *True Detective* (an eight-hour run featuring, by the way, a couple of bona-fide movie stars Matthew McConaughey and Woody Harrelson — taking the short-run video route) into the home entertainment equivalent of sitting through all four operas in Wagner's *Ring Cycle* over the course of a day.

## TRANSMEDIA STORYTELLING

Consider that the proliferation of platforms makes the consumer experience even richer, especially when it approaches the realm of what has been dubbed transmedia storytelling, wherein a saga unfolds in various pieces or chapters over a range of outlets. This is epitomized by the Marvel Comics cinematic universe — with its string of superhero movies spotlighting *The Avengers*, *Iron Man*, *Thor*, and *Captain America* — and its television components such as *Agents of S.H.I.E.L.D.* and *Agent Carter* on a broadcast network (ABC) and the upcoming *Daredevil* and *A.K.A. Jessica Jones* on a streaming service (Netflix) — as well as video games, online webisodes, and tie-in comic books.

## QUALITY TRUMPS QUANTITY

The writing, production, and acting on various programs being transmitted could honestly, flatteringly be called movie quality. The sweeping, epic art direction on the annual dozen or so installments of HBO's sword, sorcery, and political intrigue extravaganza *Game of Thrones* is enough to make Cecil B. DeMille jealous as he peers down from that big Soundstage in the Sky. And the talent involved — in front of and behind the lens — is impres-

sive. When a Kevin Spacey or a Jeremy Irons actively seeks a TV series or when someone with the pedigree of a Neil Jordan or David Fincher gets in bed with HBO or Showtime, you know the terrain has changed.

Thanks to the expansion of cable TV and the British model of the 6- to 13-episode series, we're getting shorter runs with much less filler than one would find in the standard 20-plus episodes per season, which has been the norm on American networks for decades. Some of it is due to U.S. channels actually running various shows from the U.K., Ireland, France, and Scandinavia with success. Or the powers that be on this side of the Atlantic are deciding that quality does trump quantity. And all of that is reinforced by the rise of the streaming services as an alternative to the networks — and the premium cable channels.

Thus, the delights of *Mozart in the Jungle*, set in modern-day Manhattan's classical music scene features a stellar cast led by British perennials Malcolm McDowell and Saffron Burrows and the buoyant Mexican movie star Gael Garcia Bernal. Eight installments. Witty. Sophisticated. Fun. Source? Amazon's original series platform. *The Big Bang Theory* keeps running on CBS with almost two dozen episodes a year, but those knee-jerk multicamera sitcom beats and that laugh track can really

get to you after a while. The pointed political satire of *Veep* on HBO (which has won trophies for its lead actress Julia Louis-

Dreyfus) and the inside-the-TV-business hysteria of *Episodes* (with Matt LeBlanc of *Friends* hilariously deconstructing his celebrity image) come in under 10 half hours a year, and offer consistent rapier wit. You're not left bored; you're left craving more.

## ENGLISH AND EUROPEAN INFLUENCES

Or, if you're lucky enough to have seen the knockout BBC drama *The Missing* when it aired on Starz, you already know how absolutely gripping it was. If not, seek out this eight-episode time-shifting nail-biter about a little English boy who disappears while on vacation with his parents in France. The actors — most notably, James Nesbitt as the father, Frances O'Connor as



Top to bottom: *Mozart in the Jungle* is a charming and clever comedy series; The cinematic *Game of Thrones* returns with its fifth season on April 12. PHOTO: © AMAZON; HBO

the mother, and Tchéky Karyo as a retired French detective — brought uncommon honesty, depth, and pain to their roles, enhancing the mystery and, as is the case with a great series, viewer attachment and empathy. Unlike many movies, a multi-episode series has the time to truly build characters and create bonds with its audience.

So a rabid, burgeoning group of admirers waits upon every season of *Downton Abbey*, the plush, hoity-toity large-ensemble soap opera about the British aristocracy in the early 20th century. Coming from ITV in England, it boosts PBS pledges with every fleeting handful of installments. The fans dote upon BBC America's *Orphan Black*, a weird and wonderful sci-fi show about a beleaguered sisterhood of disparate, emotionally (and sometimes physically) damaged clones — all played by the same fantastic young actress, Tatiana Maslany, in a weekly tour de force.

Water-cooler talk about garden-variety CSI-style police procedurals running on the Big 4 broadcasters has been replaced by discussion of Netflix's award-winning political drama *House of Cards* (inspired by the BBC series of the same name and powered by the swaggering Mr. Spacey). Or people are debating the latest brief U.S. run of ITV's *Broadchurch* — a mystery series that was ignited by a small town

murder in its first go-round and became richer, more complex and disturbing in its second season as it dealt with the aftermath of the heinous crime at its heart. (A remake of *Broadchurch* dubbed *Gracepoint* was shot in the U.S. for FOX with the same lead actor, Scotland's David Tennant, former star of another current TV phenomenon, the long-running British fantasy series *Doctor Who*, doing an American accent, but it didn't catch on like the original.)

The French develop the chilling supernatural drama, *The Returned*, about loved ones coming back from the grave, seemingly intact, and throwing a village into a fearsome crisis, and it spawns an American remake. *The Bridge* — a taut murder mystery from Scandinavia — follows the route taken by the Danish series *The Killing* and is reworked for the U.S. market with movie actors Diane Kruger and Demián Bichir as its leads.

It's more than a trend. It's a new Golden Age of Television, and it appears that it's here for a while.

*Michael Snyder is a print and broadcast journalist who covers pop culture on KPFK/Pacific Radio's David Feldman Show and Thom Hartmann Show and on Michael Snyder's Culture Blast, available online at GABnet.net and YouTube. You can follow Michael on Twitter: @cultureblaster*

## HBO's sword, sorcery, and political intrigue extravaganza *Game of Thrones* is enough to make Cecil B. DeMille jealous.

## THE BEST OF BOOKS

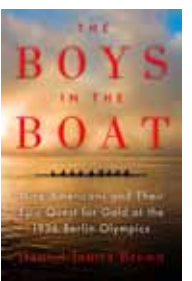
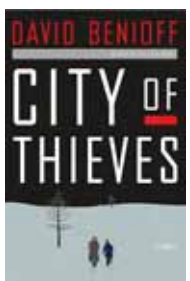
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5. *The Girl on the Train: A Novel* (hardcover), by Paula Hawkins
6. *Season of the Witch* (paperback), by David Talbot
7. *Cool Gray City of Love: 49 Views of San Francisco* (paperback), by Gary Kamiya
8. *Redeployment* (paperback), by Phil Klay
9. *Dept. of Speculation* (paperback), by Jenny Offill



10. *Still Alice* (paperback), by Lisa Genova

### NEW TITLES WE LOVE

**Dead Wake: The Last Crossing of the Lusitania**, by Erik Larson  
The new book from the author of *Devil in the White City*, Larson continues to show his deft hand in writing his-

tory that reads like a novel. *Dead Wake* tells the story of the sinking of the ocean liner Lusitania, the event that some say brought America into World War I. A thrilling, absorbing book.

**The Buried Giant: A Novel**, by Kazuo Ishiguro  
The author of *Remains of*

*the Day* turns his prodigious talents to tell a Chaucer-like tale of love and memory, of traveling and getting lost, and of a Britain that never was. A departure for him, but nevertheless, told in his bold, beautiful style.

*Brian Pettus is the manager of Books Inc. in the Marina.*



# APRIL EVENTS

## what not to miss this month

### MAJOR EVENTS



#### 24th Annual Union Street Spring Celebration & Easter Parade

**Sunday, April 5, 10 a.m.–5 p.m.**  
**Union Street (Gough to Steiner)**

This family event includes an Easter bonnet contest (11:15 a.m.–1:30 p.m.), bounce house, kids' rides and games, a petting zoo, pony rides, entertainment, and more. Parade begins at 2 p.m. *Free, sresproductions.com*

#### S.F. Vintner's Market

**Sat–Sun, April 11–12, noon–4 p.m.**  
**Festival Pavilion, Fort Mason Center**

Taste and buy from over 150 wineries pouring new releases, special collections, and hard-to-find vintages in this farmers' market-type environment. \$80–\$150, 415-596-1191, *sfvintnersmarket.com*



#### 48th Annual Northern California Cherry Blossom Festival

**Sat–Sun, April 11–12 & 18–19**  
**Post Street (btw. Laguna & Fillmore)**

In a celebration of Japanese culture, this street fair features Japanese food, a film festival, ikebana demonstrations, traditional music, taiko drummers, martial artists, and much more. The Grand Parade caps the festival at 1 p.m. April 12. *Mostly free, 415-563-2313, nccbf.org*

#### Bouquets to Art

**Tue–Sun, April 14–19, 9:30 a.m.–5:15 p.m.**  
**de Young Museum**

Each of the over 125 floral designers chooses a piece of art from the museum's collection and creates a floral work of art to complement it in this popular weeklong exhibition. \$22–\$23, 415-750-3504, *www.famsf.org*

#### Earth Day S.F. 2015

**Saturday, April 18, 10 a.m.–7 p.m.**  
**22nd St. (btw. Mission & Valencia)**

This unique celebration combines green sustainability discussions, activism, workshops, and solutions into a day of fun and excitement for the whole family with chef demos, a fashion show, entertainment, and more. Donations encouraged, *earthdaysf.org*

#### S.F. Decorator Showcase

**3630 Jackson St.**  
**Tue–Sun, April 25–May 25**  
**Monday, May 31**

Twenty-five designers will transform this Julia Morgan 1916 Elizabethan manner that backs up to the Presidio Wall and spans 9,700 square feet over four stories with six baths and seven bedrooms. \$35, 415-447-5830, *decoratorshowcase.org*

### LAST CHANGE

#### Aquascapes: The Art of Underwater Gardening

**Tue–Sun thru April 12**  
**Conservatory of Flowers (Golden Gate Park)**

See this unique form of water gardening, a popular international trend, and learn how aquatic plants have adapted to life in the deep. \$5–\$8, 415-831-2090, *conservatoryofflowers.org*

#### Primo Angeli: A Retrospective

**Tue–Sun thru April 19, noon–4 p.m.**  
**Museo Italo Americano (Bldg. C, Fort Mason Cntr.)**

On display are celebratory posters, logo designs, and packaging art demonstrating Angeli's imprint on the S.F. landscape and his great impact on graphic design. *Free, 415-673-2200, sfmuseo.org*

#### @Large: Ai Weiwei on Alcatraz

**Daily thru April 25, 8:45 a.m.–4:30 p.m.**  
**Alcatraz Island**

This emotionally moving exhibition consists of seven site-specific sculpture, sound, and mixed media installations in four locations on the island usually off limits to visitors and explores human rights and freedom of expression. Ai, a critic of China's authoritarian regime, has spent time in jail and is not allowed to travel outside of the country without permission. \$30–\$37 includes access to all of the island amenities, 415-981-7625, *alcatrazcruises.com*

#### Gough Street Playhouse: The Braggart Soldier, or Major Blowhard

**Thu–Sat thru April 26**  
**1620 Gough St.**

If you've seen Sondheim's *A Funny Thing Happened on the Way to the Forum*, you already know these characters, and that the Roman playwright Plautus was a major influence for every possible style of comedy through the ages. \$20–\$40, 415-798-2682, *custommade.org*

### COMMUNITY CORNER

#### Walk to Work Day 2015

**Thursday, April 9**  
**Hub: Steep Brew cafe, Whole Foods Market (1765 California St.)**

Join Supervisor Mark Farrell from 8–9 a.m. to celebrate this fun and festive day to encourage the most healthful, sustainable form of transportation: walking. Just a 15-minute walk counts! Stop by various hubs (<http://bit.ly/W2WD2015Hubs>) for freebies including a Clipper Card, totes, snacks, and more. *Free, 415-431-9255, walksf.org*



#### Presidio Parklands Project Public Meeting & Workshop

**Saturday, April 18, 10 a.m.**  
**The Observation Post (211 Lincoln Blvd., Presidio)**

Help shape the design of the 13 acres that will connect the Presidio to the bay after the completion of Presidio Parkway. This workshop will address key park layers, including circulation, planting, lighting, and furnishings. For more information, to view the proposed alternatives, and to comment, visit [newpresidioparklands.org](http://newpresidioparklands.org). *Free, register at eventbrite.com or 415-561-2122*

### GALAS & BENEFITS



#### 5th Annual Spring Book Sale

**Wed–Sun, April 1–5, 10 a.m.–6 p.m.**  
**Festival Pavilion, Fort Mason Center**

Benefiting the S.F. Public Library's education programs, this sale features over 250,000 books, CDs, DVD, books on tape, vinyl, and other media. All books \$1 on Sunday. *Free, 415-626-7500, friendssfpl.org*

#### 34th S.F. Ballet Auxiliary Fashion Show

**Thursday, April 2, 11 a.m.**  
**Fairmont San Francisco**

Enjoy a cocktail reception followed by a runway show, luncheon, and live auction, and raffle. Then, view the Neiman Marcus 2015 spring designer collection at the Union Square store. \$350, 415-865-2000, *sfballnet.org*

#### Big Bang Gala 2015 & Party After Dark

**Thursday, April 23, 6 p.m.–midnight**  
**California Academy of Sciences**

Explore the tastes, sounds, and creatures of the night during these two events benefiting the Academy and featuring dinner, speakers, live music, late-night bites, and an open bar. \$75 & up, 415-379-5411, *calacademy.org/big-bang-gala-2015*

### ARTS & CULTURE

#### Celebrating the Beats: Poetry & Jazz

**Tuesdays thru April, 6:30–8:30**  
**Top of the Mark**

Enjoy specialty cocktails and bites alongside a jazz and poetry jam in celebration of the birth of the Beats. Visit website for lineup. *Free, 415-392-3434, topofthemark.com*

#### National Poetry Month

**Tuesday, April 14, 6:30 p.m.**  
**Koret Auditorium, S.F. Main Library**

Acclaimed authors Joanne Kyger and Bill Berkson read from their new works. A book sale by Reader's Books follows the event. *Free, 415-557-4400, sfpl.org*

#### 400 Years of Provocative Shoes

**Tuesday, April 14, 7 p.m.**  
**JCCSF (3200 California St.)**

Direct from the Brooklyn Museum's exhibition, which *The New York Times* calls "provocative and profligate, appalling and dazzling," see the images and film of some of our culture's most coveted iconic fashion artifacts — a fitting ending after viewing the museum's costume collection, High Style, at the Legion of Honor. \$25–\$35, 415-292-1200, *jccsf.org*

#### Presidio Poetry Series

**Saturday, April 25, 2–3:30 p.m.**  
**Presidio Branch Library (3150 Sacramento St.)**

Enjoy a poetry performance by three iconoclastic and insightful poets. *Free, 415-355-2880, sfpl.org*

### MUSEUMS & GALLERIES

#### Exquisite Nature: 20 Masterpieces of Chinese Painting (14th–18th century)

**Tue–Sun thru Nov. 1**  
**Asian Art Museum**

These rarely seen paintings, differing in style and geographical representation, include variations on popular subjects such as landscape, birds and flowers, country life, and historical stories and celebrate the natural world. \$15, 415-581-3500, *asianart.org*

### North Beach First Fridays

**Friday, April 3, 6–9 p.m.**  
**Various North Beach venues**

Visit over 20 galleries and other venues in this monthly effort to connect and cultivate an audience to the history, character, and vision of the neighborhood. *Free, northbeachfirstfridays.com*

### SFMOMA Artists' Gallery Warehouse Sale

**Opening reception: Wednesday, April 29, 6–9 p.m.**  
**Sale: Thu–Sun, Apr. 30–May 3**  
**Bldg. A, Fort Mason Center**

Browse through hundreds of original artworks by 300 Bay Area artists at substantial savings. Many artistic styles and media are represented: painting, drawing, works on paper, mixed media, and more. At the reception, be among the first to shop the sale and enjoy wine, a signature cocktail, and music. Reception: \$10, sale: *free, 415-441-4777, sfmoma.org/artistsgallery*

### THEATER

#### Magic Theatre: Sister Play

**Wed–Sun thru April 19 & Tuesday, April 7**  
**Bldg. D, Fort Mason Center**

When Lilly, Anna, and her husband, Malcolm, retreat to their late father's cabin, they expect to relax, unwind, and take stock. But when a charming but shadowy drifter enters the picture angling for Lilly's heart, their pilgrimage takes a surprising turn. \$20–\$60, 415-441-8822, *magictheatre.org*

#### S.F. Playhouse: Stupid F— Bird

**Tue–Thu thru May 2**  
**Kensington Park Hotel (450 Post St.)**

It's Chekov's *The Seagull* on steroids: Con hates his mother. And Nina, the girl he adores, lusts after his mother's lover. Mix equal parts ambition, sex, and alcohol, and what you get is a recipe for madness. \$20–\$60, 415-677-9596, *sfplayhouse.org*



#### 42nd Street Moon: Nick and Nora

**Wed–Sun, April 1–19**  
**Eureka Theatre (215 Jackson St.)**

This "lost" musical, not seen since its original Broadway run, features those iconic sleuths from Dashiell Hammett's *The Thin Man*, Nick and Nora Charles, solving the murder of a studio bookkeeper in 1930s Hollywood. \$21–\$75, 415-255-8207, *42ndstreetmoon.org*

#### BATS Improv: Improvised Shakespeare

**Saturday, April 4, 11, 18, & 25, 8–9:45 p.m.**  
**Bayfront Theater (Bldg. B, Fort Mason Cntr.)**

Starting with a title chosen by the audience, actors spin a completely improvised, completely original tale in the style and language of the Bard. \$17–20, 415-474-6776, *improv.org*

#### Generation Theatre: Fanny

**Thu–Sun, April 16–26**  
**Southside Theater (Bldg. D, Fort Mason Cntr.)**

The second play in Marcel Pagnol's celebrated and heart-warming *Marseille Trilogy*, composed of *Marius*, *Fanny*, and *Cesar*, the three plays tell the story of a small bar on Marseille's old harbor over an entire generation. \$20–\$35, 415-644-8676, *generationtheatre.com*

#### ACT: Let There be Love

**Wed–Sun, April 23–May 8**  
**405 Geary St.**

This often-humorous family drama follows the story of an aging West Indian immigrant, his lesbian daughter, and Polish caregiver while exploring memory, regret, and forgiveness. \$20–\$105, 415-749-2228, *act-sf.org*



## DANCE



### Lines Ballet: Spring Home Season

Fri-Sun, April 3-5 & Wed-Sun, April 8-12  
YBCA Theatre (701 Mission St.)

The spring season includes the premier of a new dance-theater piece plus *Concerto for Two Violins*, choreographed to Bach's *Concerto in D Minor* performed live by the Philharmonia Baroque Chamber Players. \$30-\$65, 415-863-3040, linesballet.org

### S.F. Ballet: Shostakovich Trilogy

Various days, April 8-19

War Memorial Opera House

Back by popular demand, this groundbreaking tribute to one of Russia's great composers has been described by the *S.F. Chronicle* as "Simply one of the company's most satisfying nights in years." \$22-\$345, 415-865-2000, sfballet.org

### Alvin Ailey American Dance Theater

Tue-Sun, April 21-26

Zellerbach Hall (UC Berkeley)

Conveying the panorama of American cultural experience through powerful movement and graceful fluidity, the company returns for its annual residency, praised last season by the *S.F. Chronicle*: "The names and faces may change, the dances may vary, but a night at the Alvin Ailey American Dance Theater guarantees you a night of amazing dancing." \$40-\$96, 510-642-9988, calperformances.org

### 17th Annual Bay Area Dance Week

Daily, April 24-May 3

Various S.F. venues

Featuring hundreds of events, BADW provides a grand tour of dance styles, including Argentine tango, classical Indian, jazz, hip hop, ballet, traditional hula, and more. Free, 415-920-9181, bayareandw.org

## MUSIC/GLASSICAL

### Chamber Music S.F.:

#### The Four Seasons of Vivaldi & Piazzolla

Sunday, April 19, 3 p.m.

Marines' Memorial Theatre (609 Sutter St.)

Tango meets Baroque! Hear 18th-century Venice blended with 20th-century Buenos Aires in this invigorating cocktail of musical styles featuring soloists from the S.F. Opera Orchestra. \$36-\$46, 415-392-4400, marinesmemorialtheatre.com



### S.F. Symphony: Sa Chen

Thu-Fri, April 23-24

Davies Symphony Hall

Vasily Petrenko conducts China's premier pianist in her debut performance with the SFS in a program of Barber, Rachmaninoff, and Shostakovich. \$15-\$164, 415-864-6000, sfsymphony.org

## MUSIC/CONTEMPORARY

### The Sing Off Tour

Wednesday, April 8, 8 p.m.

The Warfield

Experience the ultimate a cappella experience in this unique opportunity to see your favorite groups from the NBC television series perform live. \$29.50-\$52.50, 888-929-7849, thewarfieldtheatre.com

### Charles Lloyd

Thu-Sun, April 23-26

SFJazz Center (201 Franklin St.)

The jazz legend presents the U.S. premiere of *Wild Man Dance Suite* written for this meeting of American, Hungarian and Greek musicians (April 23-24). He performs with his new quartet April 25 and with Bill Frisell and Friends April 26. \$25-\$65, 866-920-5299, sfjazz.org

### Merle Haggard

Tuesday, April 28, 8 p.m.

Marin Center (10 Avenue of the Flags, San Rafael)

Widely regarded as country music's greatest living recording artist, at the age of 73, the veteran singer-songwriter-guitarist-producer-bandleader is still making some of the most compelling music of his long and storied career. \$45.50-\$85.50, 415-473-6800, marincenter.org

## NIGHTLIFE



### Reverend Horton Heat

Thursday, April 16, 8 p.m.

Bimbo's 365 Club (1025 Columbus Ave.)

The Reverend Horton Heat (the stage name for band front man Jim Heath) is perhaps the most popular "psychobilly" band of all time, rivaled only by genre founders the Cramps. Ages 21+, \$25, 415-474-0365, bimbos365club.com

### Tubaluba and DJ Kevy Kev

Saturday, April 18, 9:30 p.m.

Boom Boom Room (1601 Fillmore St.)

The sounds of New Orleans played in a style called Jambalaya Brass Rock. Ages 21+, \$10, boomboomblues.com

### Cobb's Comedy Showcase

Wednesday, April 29, 8 p.m.

Cobb's Comedy Club (915 Columbus Ave.)

Catch a handpicked lineup of today's rising comedy stars. Ages 18+, \$12.50, 415-928-4320, cobbcomedyclub.com

## FILMS & LECTURES

### 13th Annual USF Human Rights Film Festival

Thu-Sat, April 9-11

Presentation Theater, University of San Francisco (2350 Turk Blvd.)

From shorts to feature-length films exploring everything from homeless Chicago teens to an Iranian woman who wants to be an astronaut, the festival promotes awareness of global human rights issues. Free, 415-422-5555, usfca.edu/artsci/hrff/

### 8th Annual Disposable Film Festival 2015

Thu-Sun, April 9-12

Castro Theatre

This festival is dedicated to competitive shorts, all made on mobile phones, DSLRs, and webcams. \$30 reception and opening night pass; additional passes needed for workshops and panels and other events. disposablefilm.com

### 3rd Annual Food + Farm Film Fest

Thu-Sun, April 17-19

Roxie Theater (3117 16th St.)

You won't want to miss four days of amazing films paired with delicious food, great parties, and live goats. Yes, goats. Visit website for ticket information. foodandfarmfilms.com



## 58th S.F. International Film Festival

These days, it seems like there's an annual film festival in every town, village, and glen. Some of the fests are designed to have a major impact on the movie business, with Hollywood insiders flocking about in search of products for distribution and critics trying to get a jump on the best new films. Some of the fests are simply means or occasions for civic boosters to preen with pride and generate local revenue. But few of these gatherings have the distinction, breadth, and longevity of the San Francisco International Film Festival.

The SFIFF will launch its 58th program in various venues later this month, and as ever, the two-week event is designed as a banquet for true fans of world cinema, rather than a marketplace for studio suitors in search of the next box-office hit. Expect the usual eclectic and tasteful selection of foreign and independent movies and documentaries, as well as a few high-profile goodies that are sure to create major buzz and critical acclaim upon theatrical release. Consider that last year's festival featured 263 screenings of 158 films from 51 countries, and hosted a roster of over 210 filmmakers and industry guests from over 21 countries. In addition to the movies themselves, there will be a few of the highly anticipated special events on the schedule that are unique to the SFIFF.

Kicking off the programming and the celebration will be a gala on Thursday night, April 23. The centerpiece will be a Castro Theater screening of *Steve Jobs: The Man in the Machine*, the latest from fearless, prodigious documentary director Alex Gibney, whose previous subjects have included James Brown, Dr. Hunter S. Thompson, Fela Kuti,

Lance Armstrong, Julian Assange, and Eliot Spitzer. A party will follow at Madame Tussauds with live music, dancing, food, and drink.

There will be public components of the annual San Francisco Film Society Awards in conjunction with the SFIFF. This year, esteemed director Guillermo del Toro will receive the Irving M. Levin Directing Award and headlines *An Evening with Guillermo del Toro* on Saturday, April 25, 8 p.m. at the Castro. An onstage interview of del Toro will be accompanied by a selection of clips from his career, a sneak peek at his upcoming projects, and will be followed by a screening of his dreamlike 2001 blend of chiller and political allegory, *The Devil's Backbone*.

Then Richard Gere is to be honored as the recipient of the Peter J. Owens Award for excellence in acting. On Sunday, April 26, at 6:30 p.m., Gere gets the live-interview/clip-retrospective treatment at the Castro. *An Evening with Richard Gere* will be topped off by a screening of Oren Moverman's new feature *Time Out of Mind* — a dramatic investigation of alienation and destitution starring Gere as a lost soul in search of food and shelter in a harsh urban environment.

Another highlight should be the Film Society's Golden Gate Awards, which have been presented at the festival since its inaugural year in 1957. This year's competition — comprised of films from 20 countries — will award nearly \$40,000 in total prizes in various narrative and documentary categories.

In its ongoing acknowledgement of multimedia's impact and influence on cinema, the SFIFF has scheduled a number of shows in its Live & Onstage series, including the West Coast premiere of *New Society* — an inter-

active performance-art piece by iconoclastic indie filmmaker and actress Miranda July. The San Francisco Film Society and the San Francisco Museum of Modern Art have teamed up to co-present *New Society* for two nights, on Tuesday, April 28 and Wednesday April 29, 8 p.m. at the Brava Theater Center.

On the music front, art-rock duo *Cibo Matto* will hit the Castro on Tuesday, May 5 at 8 p.m., with their blend of hip-hop and electro-pop, as heard most recently on their 2014 album *Hotel Valentine*. They have developed new musical soundtracks to some surreal and abstract shorts (including the rare 1970 movie version of eminent Bauhaus artist Oskar Schlemmer's *Triadic Ballet*), which will be played in this one-time-only program. And San Francisco's renowned avant-garde string ensemble *Kronos Quartet* will team with experimental filmmaker and multiple Golden Gate Award-winner Bill Morrison on Wednesday, May 6, 6:30 p.m. at the Sundance Kabuki Cinemas for *Beyond Zero 1914-1918*. This unique visual exploration of World War I combines rare 35-millimeter footage with a score by Serbian composer Aleksandra Vrebalov.

Finally, the festival will close things out on Thursday, May 7 with a 7 p.m. Castro showing of *Experimenter* — director Michael Almereyda's bio-pic about the life of scientist Stanley Milgram (Peter Sarsgaard) and his explorations into human behavior — followed by one final party.

**San Francisco International Film Festival:** Daily, April 23-May 7, various venues. For tickets, complete program information, and schedule updates, visit festival.sffs.org.

— M. Snyder





## Art Market San Francisco

Now in its fifth season, the Art Market will return to the Festival Pavilion at Fort Mason Center on April 29 through May 3. This year features a wide assortment of contemporary art from noteworthy national and international galleries.

Art Market San Francisco 2015 is collaborating with the de Young and Legion of Honor fine arts museums for this year's first Benefits Preview Reception on Wednesday evening, April 29. Beneficiary ticket buyers will have the pleasure of a first access private preview of the art fair and will enjoy live entertainment at this catered event. Proceeds will benefit the Fine Arts Museum of

San Francisco's New Art Acquisitions Fund.

Last year's Art Market saw record-breaking sales, citywide partnerships, and over 20,000 visitors in attendance. Art Market Productions is Brooklyn-based and owned by Max Fishko and Jeffrey Wainhouse, who have organized successful national fairs including the Miami Project, Texas Contemporary, and the Seattle Art Fair. All the fairs seek to provide a high-quality art experience by connecting collectors and dealers in an optimal environment.

This year, be sure to experience a series of presentations coordinated with the galleries and artists including collector tours, curator talks, and special artist presentations by Bay

Area curators, collectors, and designers.

As the Art Market has grown into a major regional event, it reinforces the importance of local involvement in the arts. The Art Market is the colorful place where local creativity overlaps with the international art world. And it doesn't have to end on May 3 if you purchase a one-of-a-kind piece to enjoy year-round.

**Art Market San Francisco 2015: Benefit Preview Reception, Wednesday, April 29, 6-9 p.m.; VIP Party, Thursday, April 30, 6-10 p.m.; Market, Friday-Saturday, May 1-2, 11 a.m.-7 p.m., Sunday, May 3, noon-6 p.m.; \$25-\$400; visit [artmarketsf.com](http://artmarketsf.com) for tickets and to preview images of participating galleries and artists.**

— S. Anderson



## Inventiveness and Innovation: Contemporary Architects and the Influence and Impacts of Architecture and Architects of the 1915 World's Fair

Wednesday, April 22, 6-8 p.m.

California Historical Society (678 Mission St.)

This panel discussion moderated by John King of the *S.F. Chronicle* explores the continued impact of the vision of Panama-Pacific International Exposition architects, including Bernard Maybeck and Willis Polk and whether their vision can still be seen today, the relevancy of their work in today's context, challenges then and now, and public space. \$5, 415-357-1848, [ppie100.org](http://ppie100.org)

## Hank Paulson: Dealing with China

Tuesday, April 28, 6 p.m.

Commonwealth Club (555 Post St.)

The former Treasury secretary who helped steer the country through the 2008 economic collapse discusses opening up China to private enterprise. He is also the co-chair of Risky Business, a project that highlights the economic risks of climate change. \$7-\$55, 415-597-6700, [commonwealthclub.org](http://commonwealthclub.org)

## SCIENCE & ENVIRONMENT

### Playshop: Beatmaking with Nature

Saturday, April 4, 10 a.m.

California Academy of Sciences

Teen leaders from the Bay Area Video Coalition will lead you in learning about professional music industry software and methods, and participants will be able to mix their own nature-based music. \$35-\$40, 415-379-8000, [calacademy.org](http://calacademy.org)



## 11th Annual Create with Nature Earth Day

Saturday, April 18, 11 a.m.-3 p.m.

Stinson Beach

Drop in and join community members, professional artists, and passersby to construct sculpture using sand, rocks, shells, seaweed, and other beach treasures. Includes musicians, dancers and beach cleanup. Free, 415-561-3000, [parksconservancy.org](http://parksconservancy.org)

## Off the Screen: Joshua Light Show with Linda Perhacs and Julia Holter

Saturday, April 18, 8 p.m.

Exploratorium (Pier 15)

The Exploratorium's Kanbar Forum hosts an immersive light show in collaboration with musicians Julia Holter and Linda Perhacs. The show combines new and old light and video technology. \$15-\$20, 415-528-4444, [exploratorium.edu](http://exploratorium.edu)

## Reimagining America's Infrastructure

Tuesday, April 28, 6 p.m.

Commonwealth Club (555 Post St.)

Panelists from the worlds of economic policy, urban planning, and environmentalism examine the grow-

ing crisis of America's aging infrastructure. \$7-\$20, 415-597-6700, [commonwealthclub.org](http://commonwealthclub.org)

## POTABLES & EDIBLES

### Mexican-American Vintners Assoc. Spring Wine Tasting

Wednesday, April 8, 5-7 p.m.

Fleet Room, Bldg. D, Fort Mason Cntr.

Taste and purchase wines from 15 Mexican-American Vintners Association wineries. Includes food pairings of cheeses, charcuterie, and bread. \$35-\$75, 707-266-1296, [nsmava.org](http://nsmava.org)

### S.F. Vintners Market

Sat-Sun, April 11-12

Festival Pavilion, Fort Mason Center

Try and buy wine on the spot in this showcase of up to 200 topnotch wineries selling their wines direct. \$80-\$150, 415-596-1191, [sfvintnersmarket.com](http://sfvintnersmarket.com)

### Everyday Food Smarts

Thursday, April 16, 23, & 30, 7-8 p.m.

Learning Studio, S.F. Main Library

Through a combination of recipe demonstration, take-home resources, and informal discussion, this three-week cooking and nutrition workshop pro-



## Tapas Grand Wine Tasting

Sunday, April 26, 2 p.m.

Golden Gate Club (Presidio)

This event lays claim to the most extensive annual tasting of domestically produced Spanish and Portuguese varietal wines in North America. \$55, [www.tapasociety.org](http://www.tapasociety.org)

vides the practical background you need to get inspired in the kitchen. Free, 415-557-4400, [sfpl.org](http://sfpl.org)

## A Toast to Neighborhoods: Spring Cocktails of the Farmers' Market

Wednesday, April 29, 5:30-8 p.m.

Ferry Plaza

Enjoy seasonally inspired drinks, hors d'oeuvres, and music at this annual event celebrating spring's bounty. \$50, 415-291-3276, [www.cuesa.org](http://www.cuesa.org)

## Spring Grilling Ideas

Thursday, April 29, 6:30 p.m.-8:30 p.m.

Sur la Table (2224 Union St.)

Learn how to prepare a colorful and delicious spring menu using the season's freshest ingredients plus fun and easy grilling techniques. \$69, 800-243-0852, [surlatable.com](http://surlatable.com)

## SPORTS & HEALTH

### Levi's Presidio 10 Race

Sunday, April 12, 8 a.m., 8:30 a.m.-2 p.m.

Start/finish: Crissy Field

(across from Sports Basement)

In this fun, family-oriented race, choose a 10-mile, 10K, or a scenic 5K. Events at the finish line expo



## S.F. Giants Opening Day

Monday, April 13, 1:35 p.m.

AT&T Park

The Giants open their season with a three-game series against the Colorado Rockies. \$99-\$375, 415-972-2000, [sfgiants.com](http://sfgiants.com)

## MARIN CENTER PRESENTS

# NEIL BERG'S 105 YEARS OF BROADWAY

Direct from New York, Neil Berg's **105 Years of Broadway** features five of Broadway's finest stars singing hit songs from classic shows like *My Fair Lady*, *South Pacific*, *West Side Story*, *Chicago*, *Jersey Boys*, *Wicked*, and more. If you love Broadway musicals, this is your must-see event of the season!

**SUNDAY, MAY 3, 3 PM**

\$60, \$45, \$35, \$25,  
\$20 students (20 and under)



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Find Us On Facebook

**Marin Center, San Rafael**  
15 minutes north of the Golden Gate Bridge  
Plenty of FREE Parking





### Senior Smiles Health Fair

**Saturday, April 25, 9 a.m.–noon**  
**Univ. of the Pacific Dugoni School of Dentistry**  
(155 Fifth St.)

Adults age 55 and older are invited to receive free health and wellness services: dental health, hearing, cholesterol, and bone density screenings, blood glucose and blood pressure testing, and more as well as refreshments. First come, first served. 415-929-6400, [dental.pacific.edu](http://dental.pacific.edu)

include awards for age divisions, hot breakfast, party tents from multiple sponsors, and live music. Proceeds support The Guardsmen's programs for at-risk youth. \$40–\$70, [guardsmen.org/presidio10](http://guardsmen.org/presidio10)

### 3rd Annual Presidio Y Trail Run

**Sunday, April 26, 7 a.m.–noon**  
**Meet: Barnard Avenue (at Lincoln) behind Presidio YMCA**

This challenging course winds through the Presidio trail system with beautiful overlooks and passes through newly opened portions. Choose a 10K, 5K or 1.5 mile-course. Proceeds support the Presidio YMCA's youth development, healthful living, and social responsibility programs. \$17–\$50, 415-447-9622, [ymcasf.org/presidio/trailrun](http://ymcasf.org/presidio/trailrun)

## CHILD'S PLAY

### Spring Eggstravaganza 2015

**Saturday, April 4, 11 a.m.–3 p.m.**  
**Sharon Meadow, Golden Gate Park**  
Enjoy carnival rides, games, egg hunts, live entertainment, and a BBQ competition among the Rec and Park, S.F. Police, and S.F. Fire Departments. \$8, 415-831-2700, [sfrecpark.org](http://sfrecpark.org)

**Easter Kids' Run**  
**Sunday, April 5, 9 a.m.**  
**Mountain Lake Park (98 Funston Ave.)**

Enjoy an Easter race with challenging hills and beautiful scenery in a mostly unknown corner of the city. Adults welcome. Free–\$5, 415 978-0837, [dserunners.com](http://dserunners.com)

### S.F. Symphony: Music For Families

**Saturday, April 11, 2 p.m.**



### Annual Bug Day

**Saturday, April 18, 10 a.m.–2 p.m.**  
**Randall Museum (199 Museum Way)**

This incredible extravaganza of insect-inspired fun features crafts, games, live entertainment, and special this year, honeybees. Bring a picnic lunch to take advantage of the lawn with a view. Free, 415-554-9600, [sfrecpark.org/venue/randall-museum/](http://sfrecpark.org/venue/randall-museum/)



### 7th Annual Earth Week ArtSeed Art-a-thon

**Saturday, April 25, 10 a.m.–8 p.m.**  
**Thoreau Center for Sustainability (1012 Torney Ave, Presidio)**

All ages and skill levels are invited to test their creative art-making endurance at this event with every hour spent making art to support ArtSeed's education programs. Drop in and stay for any duration. Participants are asked to register and collect pledges for each hour they create art. 415-561-6300, [artseed.org](http://artseed.org)

### Davies Symphony Hall

What does it take to create a story with music? Find out as the symphony tells a fantastic musical tale, and the audience chooses the twists and turns. \$15–\$64, 415-864-6000, [sfsymphony.org](http://sfsymphony.org)

## JUST FOR FUN

**S.F. Bike Party**  
**Friday, April 3, 7:30 p.m.**

**Secret Location**  
Join this monthly celebration of biking for riders of all ages, types, and skill levels — you're encouraged to dress up for a fun and safe ride with stops to dance and socialize. Visit the Facebook page for location. Free, [facebook.com/sanfranciscobikeparty](http://facebook.com/sanfranciscobikeparty)

### Sea Chantey Sing

**Saturday, April 4, 8 p.m.–midnight**  
**H.V. Balcultha, Hyde Street Pier**  
Sing traditional sea-faring songs aboard this floating historic vessel. Dress warmly and bring a mug for hot cider served from the ship's galley. Free, reservations required at 415-561-7171 or [peter\\_kasin@nps.gov](mailto:peter_kasin@nps.gov), [nps.gov](http://nps.gov)  
**Cheap Fun in San Francisco**  
**Monday, April 6, 2–2:45 p.m.**  
**North Beach Branch Library (850 Columbus Ave.)**  
From free museum days to free live music in the park to author lectures at the library, get the run-down on the many fun and inexpensive activities and attractions that everyone can enjoy. Free, 415-355-5626, [sfpl.org](http://sfpl.org)



### Treasure Island Flea

**Sat–Sun, April 25–26, 10 a.m.–4 p.m.**  
**Great Lawn, Ave. of Palms**

Browse original artwork, antiques, vintage apparel, repurposed and upcycled items and more; over 25 food trucks/booths; beer, wine, cocktails with happy hour specials until noon; DIY workshops; live music; and kid zone. Free, [treasureislandflea.com](http://treasureislandflea.com)

### Calendar listings

Please send your event listings to [calendar@marinatimes.com](mailto:calendar@marinatimes.com) with succinct specifics about your event, location, dates, times, prices, and contact information (telephone and Internet).

Visit [marinatimes.com](http://marinatimes.com) for additional calendar listings.



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**DID YOU KNOW?**

Fort Mason once served as an Army Post for more than 100 years. Recognizing the geographic and economic importance of the San Francisco Bay, the land was originally named the Port of San Francisco by President Millard Fillmore and was known to locals as Black Point. By 1855, large and very expensive homes were built and soon became the preferred location for San Francisco's elite and well educated. To this day, three homes from this private and wealthy community still stand - Brooks House, Haskell House and Palmers House and are the three oldest buildings in Fort Mason.

For a Custom Designed Market Analysis and Opinion of Value on your Property (at no cost of obligation), or if you are interested in buying property, please call 415.345.3131 or email [gillian@pacunion.com](mailto:gillian@pacunion.com)



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URBAN HOME AND GARDEN :: Trees



Earth is ordering the cake and expecting presents. PHOTO: EARTHDAYSF.ORG

**Happy 45th birthday, Earth Day!**

BY JULIA STRZESIESKI

**I**N SAN FRANCISCO, WE really celebrate Earth Day every day of the year with our earth friendly lifestyles. Still, we look forward to Earth Day on April 22 for what has become one of the largest secular holidays in the world, as a way to observe the strides that have been made in recycling, energy-saving technologies, and appreciation of our planet.

Now celebrated in nearly 200 countries and coordinated by the nonprofit Earth Day Network, former Wisconsin Senator Gaylord Nelson founded Earth Day as an environment teach-in, modeled after the teach-ins that were taking place on college campuses across the country. His idea of a grassroots demonstration to protest what was happening to our environment took hold. Since then, Earth Day has grown into the worldwide movement we now commemorate. Enjoy the many festivals and events that will take place in the Bay Area on Earth Day, April 22, and on the weekends before and after ([earthdaysf.org](http://earthdaysf.org), [earthday.org](http://earthday.org)).

**ARBOR DAY**

Don't forget that Arbor Day is April 24. Often eclipsed by its more glamorous cousin Earth Day, Arbor Day has been around since 1872 in the United States. According to a Chinese proverb, "The best time to plant a tree was 20 years ago." But the next best thing would be today. And if urban living prevents you from planting a tree, give a little love to a tree you enjoy on your street: Consider cleaning up the debris that so often collects in sidewalk tree basins.

**LOOKING FOR A FEW LEMONS**

If you have a patio or yard, smaller trees such as dwarf citrus can be planted in large planters or wine barrels. JustOneTree.org is a campaign to promote planting fruit trees as the most efficient crop for dense cities. This project is part of the nonprofit group Urban

which cause walking hazards and wreak havoc on sewer systems.

**Proper care:** The right tree also needs the right early care. Basic tree care begins with watering at least 15 gallons per week. To help keep your tree wet during dry seasons you can apply mulch or plant nonwoody ground cover.

**Good support:**

Your tree will also need support while it grows large enough to stand on its own. Arbor stakes connected with cross braces create a frame from which you can support the tree using a loose arbor tie. Keeping the tie

**JustOneTree.org would like all lemon trees registered so they can work on planting more in deficient areas.**

Resource Systems, established in 1981 to promote greater urban self-reliance through community action.

The Department of Public Works estimates that there are between 2,000-4,000 lemon trees in the city. JustOneTree.org would like all lemon trees registered so they can work on planting more in deficient areas to reach the self-sufficiency goal. Visit [JustOneTree.org](http://JustOneTree.org) to register your new or existing lemon tree.

**TREE-PLANTING CONSIDERATIONS**

**Choose the best tree:** For a tree to have the greatest impact, it needs to be healthy and thriving. A healthy tree begins with the selection of the species best suited for your location. Consider the soil type, if there are obstructions like overhead wires, environmental conditions like high winds or salt air, and what you want your tree to look like when mature.

**Planting your tree:** When planting a tree in the ground, make sure to consider the size the tree will eventually become. Sidewalks all over the Bay Area are cracked and erupting by expanding water-seeking tree roots,

loose ensures that your tree will move enough to grow on its own.

**Professional care:** Finally, you should have your tree inspected and pruned by a qualified professional to ensure that any developing issues are addressed before they become life threatening to the tree. You can locate certified arborists through Friends of the Urban Forest. Or you can become a qualified professional yourself and care for your own tree, giving it the personal attention it truly deserves. Friends of the Urban Forest offers tree-care classes and work days where you can learn cutting-edge pruning techniques and practice your arbor skills while making our urban forest healthier and stronger. For more information on how you can have a healthy tree in front of your home, contact Friends of the Urban Forest at [fuf.net](http://fuf.net).

No time or space for tree planting or care? Just give a tree a hug. This is San Francisco after all!

*Julia Strzesieski is the marketing coordinator at Cole Hardware and can be reached at [julia@marinatimes.com](mailto:julia@marinatimes.com).*



REAL ESTATE INVESTOR :: Norquist vs. Le Corbusier

# Property politics

## How others respond to housing inequality

BY JOHN ZIPPERER

**A**FTER JOHN NORQUIST left his longtime position as mayor of Milwaukee, he spent a decade heading up the Congress for the New Urbanism, an organization that promotes smart urban planning. Called a “fiscally conservative socialist,” Norquist has no problem combining seemingly contradictory ideas to make a workable plan, and he has long championed such plans in the areas of real estate and urban planning.

At an affordable housing conference in 2005, Norquist spoke about how cities have gone wrong when they tried hardest to do it right. He took aim at Charles-Édouard Jeanneret-Gris, a Swiss-French architect and urban planner better known as Le Corbusier, who Norquist used as a prime example of the movement that had destroyed cities. In Norquist’s view, cities have a natural flow and pattern that can be improved but can also be ruined by urban planning decisions. Le Corbusier’s sin was his penchant for wanting to bulldoze huge sections of cities such as Paris to make way for single-

use neighborhoods of modernist towers to house people.

There have definitely been many wrong-headed urban planning trends in the United States in the 20th century. But each of those wrong-headed moves was an attempt to improve something.

Le Corbusier was reacting to the dirty tenements and slums that had long haunted the world’s great cities. But Norquist took him to task for neglecting the way people actually live their lives and replacing it with utopian dreams. Norquist recounted how a century ago, a family might emigrate from Germany to Milwaukee, live in a cheap apartment above a street-side retail shop and work its way up, eventually buying the shop and moving the family to a nicer neighborhood. Then they’d rent the apartment above their store to immigrants from Poland (this is a very Milwaukee-centric example, mind you). Those new tenants would go through the same upward trajectory, and on and on.

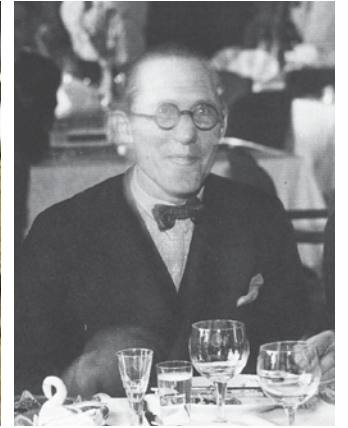
Last month, the *Financial Times* writer Kate Allen explored the ways that cities and countries deal with a problem with which we are very familiar here in the City by the Bay. How can fast-growing

cities, with booming economies and growing populations, prevent their populations from becoming even more economically stratified and forcing out the middle class? Allen presents seven approaches, some of which have been tried here, some of which could be, and some which will never be.

First is the demand-side approach of making it more difficult to buy a home. South Korea, Israel, and elsewhere use this method to make life more miserable for wannabe owners; it does nothing to prevent stratification, because wealthier buyers have no problem clearing hurdles of low debt-to-income ratios or loan-to-value ratios.

Second is the supply side. In some places, land banks make land available for moderate-income housing, but as Allen notes, free-marketters dislike this government involvement. San Francisco being a “fiscally liberal socialist” city, that’s probably not a problem, but our approach here has tended to focus on loosening development rules on city-owned land.

The third approach is to skip the market altogether and make it all state-owned. Even in San Francisco, that won’t fly.



Left to right: Urban planning guru John Norquist; Urban planning visionary Le Corbusier. PHOTOS: CENTER FOR NEIGHBORHOOD TECHNOLOGY FROM WICKER PARK, CHICAGO, USA; SVT BILD

Fourth is to expand into areas previously set aside, such as greenbelts. Considering that San Francisco’s “greenbelt” is water and Daly City, we can assume this is a no-go.

Fifth is to encourage renting, such as the rent-happy Germans do. This takes a real determination to go against the wishes of the people; homeownership is the one long-term investment that most Americans make. Besides, not everyone wants to rent all their lives; that might be why so many Germans moved to Milwaukee.

The sixth approach is to spread out and build outside of the city limits. That leads to ugly urban sprawl.

Finally, Allen offers the idea of subsidizing ownership. President George W. Bush made a big push to help lower-income people buy homes. (The lack of proper regulation of the financing schemes used to get them loans helped tank the world economy in the Great

Recession, but the goal was laudable if the execution deplorable.) A year ago in these pages, affordable housing advocate Andre Shashaty argued that the federal government has largely pulled out of affordable housing enablement and financing, and there is no likelihood that that will change any time soon (see “We’ve written it off,” April 2014, *Marina Times*). In San Francisco, at least, the city does facilitate down-payment assistance for middle-income homebuyers. Mayor Ed Lee has recently announced an expansion of this effort, so we shall see how much this can help stabilize San Francisco’s rich-poor housing divide.

Are there other approaches that could help us, or will they create unintended consequences of misery and market disruption like Le Corbusier bulldozing sleepy neighborhoods to make way for residential-only mega-hoods?

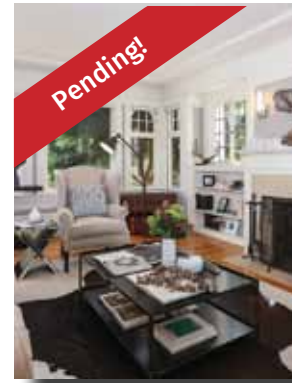
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**Russian Hill**  
Offered at \$8,950,000  
**Exceptional Single Family View Home.** With 2 separate entrances, 2 garages and 2 elevators, this 4BD/4.5BA home is the embodiment of urban simplicity. Includes a family/media room, home office with built-ins, wine cellar, elegant living room with wood-burning fireplace, formal dining room, chef’s eat-in kitchen.  
[65Montclair.com](http://65Montclair.com)  
**Meagan Levitan**  
415.321.4293



**NoPa**  
Offered at \$3,720,000  
**Stunning Architectural Renovation.** Ultra-modern 2-unit building located in NoPa. 2BD/2BA top floor penthouse. Lower level: 3BD/3BA house-like townhome style 2-level flat. 2 private garages, fireplaces, views and garden. Sold separately. Upper: \$1,725,000. Lower: \$1,995,000.  
[TinyURL.com/10-12-Loyola](http://TinyURL.com/10-12-Loyola)  
**Paula Pagano**  
415.860.4209  
**Lowrie MacLean**  
415.305.3326



**Jordan Park**  
Offered at \$3,495,000  
**Spacious 5BD/5.5BA Home.** Large three-level family home on large lot in terrific location in a desirable neighborhood. Remodeled and expanded in 2001 to include updated kitchen and baths, a new 2-car side-by-side garage and new systems. Lovely level landscaped garden.  
[AnnieWilliamsHomes.com](http://AnnieWilliamsHomes.com)  
**Annie Williams**  
415.819.2663



**Pacific Heights**  
Offered at \$2,988,888  
**Contemporary 3-Level View Home.** This 3BD/3.5BA townhome is like a single family home. There are no common walls or roof, and the garden is all yours. The home features beautiful craftsmanship and refinished hardwood floors, high ceilings, skylights, granite counters and two fireplaces. 2-car garage.  
[1911-bVallejo.com](http://1911-bVallejo.com)  
**Stephanie Ahlberg**  
415.321.4232



**Central Richmond**  
Offered at \$2,475,000  
**Beautiful 4+BD/3.5BA Mediterranean-Style Home.** This lovely 3-level home features a home office (or 5th bedroom), formal living room with fireplace, a spacious 2nd family room, a large kitchen with adjoining family room and dining, walk-out rear deck, level rear patio and yard, and a large garage.  
[447-17thAve.com](http://447-17thAve.com)  
**Stephanie Ahlberg**  
415.321.4232



**Mission Bay**  
Offered at \$2,219,000  
**Luxurious Airy 3BD/2BA Condo at The Madrone.** This corner unit is one of only four units on the 12th floor and has sweeping uninterrupted views to the water, the Bay Bridge, the City’s downtown skyline, AT&T Park and the East Bay. Attended lobby, top tier building amenities. 1-car deeded parking space. Great location. Must see!  
[480Madrone1205.com](http://480Madrone1205.com)  
**Lucy Yeung**  
415.793.6859



**Buena Vista**  
Offered at \$629,000  
**Elegant 1BD/1BA Condo in Park Hill.** This gorgeous home has an updated kitchen with new appliances and an open living room & dining room perfect for entertaining. High ceilings provide beautiful Buena Vista Park views. One car parking included and laundry room on every floor.  
[355BuenaVistaAve.com](http://355BuenaVistaAve.com)  
**Amy Levins**  
415.577.2343  
**Sharon Levins**  
415.990.1818



**Merced Heights**  
Offered at \$599,000  
**Charming 3BD/1BA Home.** Light abounds throughout the house! The large living room has a wood-burning fireplace and picture window. Two spacious bedrooms look over the backyard, and the lower level bedroom looks out to the garden. 2-car garage.  
[72Vernon.com](http://72Vernon.com)  
**Scott Brittain**  
415.385.6657  
**Sandra Bagnatori**  
415.518.4865

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# The Marina Times Real Estate Market Report: February 2015

By Hill & Co.

## SINGLE FAMILY HOME SALES

NEIGHBORHOOD	ADDRESS	BEDROOMS/ BATHROOMS	SALE PRICE	ABOVE/AT/BELOW ASKING PRICE	DAYS ON MARKET
Cow Hollow (no sales)					
Lake	177 8th Avenue	3BD/2BA	\$2,050,000	Above	15
	2336 Lake Street	5BD/4.5BA	\$3,400,000	Above	48
Laurel Heights (no sales)					
Lone Mountain	2755 McAllister Street	3BD/1BA	\$1,080,000	At	0
Marina	336 Avila Street	3BD/3BA	\$2,610,000	Above	7
Nob Hill (no sales)					
North Beach (no sales)					
Pacific Heights	2187 California Street	4BD/3.5BA	\$4,400,000	At	0
	2807 Clay Street	5BD/4.25BA	\$5,995,000	At	27
	2519 Pierce Street	5BD/4.5BA	\$7,875,000	Below	71
	2604 Pacific Avenue	6BD/6.5BA	\$10,995,000	At	19
Presidio Heights (no sales)					
Russian Hill (no sales)					
Sea Cliff (no sales)					
Telegraph Hill	340 Chestnut Street	2BD/2BA	\$2,500,000	Above	16

## CONDOS

NEIGHBORHOOD	ADDRESS	BEDROOMS/ BATHROOMS	SALE PRICE	ABOVE/AT/BELOW ASKING PRICE	DAYS ON MARKET
Cow Hollow	2945 Baker Street #1	0BD/1BA	\$357,000	Below	87
	2244 Greenwich Street	2BD/2BA	\$1,360,000	Above	14
	1501 Filbert Street #PH7A	2BD/2BA	\$1,575,000	At	67
	1501 Filbert Street #PH7C	2BD/2BA	\$1,648,000	Below	25
	2931 Fillmore Street #A	2BD/2BA	\$1,925,000	Above	11
	1501 Filbert Street #TH5F	2BD/2.5BA	\$2,485,000	Below	27
Lake	1501 Filbert Street #PH7G	2BD/2BA	\$3,475,000	Below	64
	1347 Lake Street	1BD/1BA	\$845,000	Above	81
	2421 Lake Street	2BD/1.5BA	\$950,000	Above	35
Lone Mountain	162 9th Avenue	3BD/3BA	\$1,730,000	Above	75
	Laurel Heights (no sales)				
	42 Annapolis Terrace	1BD/1BA	\$660,000	Above	53
Marina	3501 Laguna Street #208	1BD/1BA	\$855,000	Above	14
	3010 Franklin Street #5	2BD/1BA	\$870,000	Above	0
	52 Toledo Way	2BD/2BA	\$1,450,000	At	0
	1241 Francisco Street	3BD/1.5BA	\$1,455,000	Above	12
Nob Hill	10 Miller Place #502	1BD/1BA	\$675,000	Above	7
	1635 California Street #21	2BD/2BA	\$1,120,000	Above	21
	1317 Hyde Street #3	2BD/1BA	\$1,215,529	Above	8
	1601 Pacific Avenue #402	2BD/2.5BA	\$1,465,000	Above	5
	1250 Leavenworth Street #3	2BD/2BA	\$2,175,000	Above	0
North Beach (no sales)					
Pacific Heights	2501 Scott Street #403	1BD/1BA	\$830,000	Above	21
	3046-3048 Jackson Street #3046D	3BD/2BA	\$1,032,500	Above	158
	3041 Sacramento Street	3BD/2BA	\$1,762,500	Above	6
	1925 Pacific Avenue #6	3BD/2BA	\$1,800,000	Above	46
	1990 Green Street #401	2BD/2BA	\$1,880,000	Above	6
	3039 Sacramento Street	3BD/2BA	\$1,987,500	Above	6
	1824 Jackson Street #D	3BD/3BA	\$2,080,000	Above	8
	3139 Jackson Street	3BD/2BA	\$2,303,139	Above	10
2253 Franklin Street	4BD/3.5BA	\$2,500,000	Above	10	
Presidio Heights (no sales)					
Russian Hill	1425 Vallejo Street #204	1BD/1BA	\$746,000	Above	14
	1125 Francisco Street #5	2BD/1BA	\$1,100,000	Above	13
	34 Houston Street	2BD/1.5BA	\$1,200,000	Above	7
	1050 North Point Street #1501	2BD/2BA	\$1,998,000	At	37
	1050 North Point Street #1503A	2BD/3BA	\$2,998,000	At	77
Sea Cliff (no sales)	1000 North Point Street #1801	4BD/3BA	\$3,375,000	Below	119
	Telegraph Hill				
Telegraph Hill	1919 Grant Avenue	2BD/1BA	\$1,250,000	At	10

The data presented in this report is based on the San Francisco Multiple Listing Service and is accurate to the best of our knowledge, but cannot be guaranteed as such. For additional information, contact Hill & Co., 1880 Lombard Street (at Buchanan), 415-321-4362, hill-co.com.

## REAL ESTATE ROUNDUP : Legislative actions



Cranes in the sky, parking spaces down below. PHOTO: TRANCE ADDICT - ARMIN VAN BUUREN - OCEANLAB

# Where will Zuck park?

BY JOHN ZIPPERER

### THE ZUCKERBERG BILL: CONSTRUCTION PARKING PLAN INTRODUCED

Last fall, neighbors in Dolores Park complained that Facebook titan Mark Zuckerberg had hired people to save parking places for construction workers who were working on his home there. With parking at a premium in the city, and with parts of the street already blocked by construction equipment, the neighbors were understandably upset about the rare open parking slots being taken by parkers-for-hire.

On March 17, Supervisor Mark Farrell and Supervisor Malia Cohen introduced a bill that would force contractors to provide a construction parking plan as a condition to getting a permit for occupying street space for construction work. The requirement will kick in for projects that require more than one parking space permit over at least three months.

"I hear complaints from residents every day frustrated by the volume of scarce neighborhood parking spaces that are taken away by construction parking permits, in particular when they sit empty for days at a time," said Farrell. "Requiring a construction parking plan will help our residents and our city get a better grip on the impact of on-street parking space losses during construction projects, and free up additional spaces for residents in the evenings when they are unoccupied."

### INVITE YOUR INLAWS FOR SEISMIC RETROFIT

With many property owners in the city either undergoing mandatory seismic retrofits or planning and dreading them, the city has thrown them a possible bonus. In early March, the Board of Supervisors unanimously passed legislation to allow the creation of new in-law rental units in buildings that are doing seismic retrofits. The ordinance, which could go into effect as early as this month, would add new housing stock of a type that is typically affordable and unsubsidized.

The new units will be subject to rent control if the building in which they're created is also subject to rent control. The units have to be built within the building's existing "envelope," so no

expansion of the size (height or bulk) to the building is allowed.

"Increasing our housing stock requires a wide range of solutions, and adding in-law units is a sustainable way to build new housing in our neighborhoods," said Supervisor Scott Wiener, who introduced the measure. "These units are a great way

## Contractors would need to provide a parking plan as a condition for permits.

to expand our building supply without affecting the existing character of our neighborhoods."

### SAN FRANCISCO, HUD PARTNER TO REDO PUBLIC HOUSING

Cities across the country have changed the way they handle public housing. San Francisco joined that group in February when city leaders and Housing and Urban Development (HUD) Secretary Julián Castro announced a partnership to transform the city's public housing system. The effort will enable San Francisco to leverage about \$780 million in investor equity and other resources to rehabilitate up to 4,584 public housing units for low-income residents.

The effort, part of HUD's Rental Assistance Demonstration program, will let the city access resources such as debt financing and low-income housing tax credits to finish the rehabilitation and preservation of its public units.

"By working together - uniting private capital, public oversight, and local housing nonprofit experts - we are able to transform both these apartments and the lives of families who live here," said U.S. Representative Nancy Pelosi. "This innovative public-private partnership offers a bold new model for the nation in repairing public housing without losing units or shortchanging residents."

The project will take place in two phases, with the first 1,425 units completed between August 2016 and April 2017, and the remaining units completed by December 2017.

### QUOTE UNQUOTE

"We should really be considering the cumulative impact of not building. Because by not building over and over again, we, one, increase crowding in the units that do exist, and we also force people to spend more money on the units that do exist."

—Sonja Trauss, founder of San Francisco Bay Area Renters Federation, in S.F. *Business Times*

Real estate news tips? E-mail: john@marinatimes.com





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**REAL ESTATE UPDATE** ∴ The house chase

# The spring real estate market

A little open-mindedness and buying savvy will help you get a place even in a tight market

BY STEPHANIE SAUNDERS AHLBERG

**T**HE TRADITIONAL REAL estate spring market is heating up — but not just in San Francisco proper. *Daily Real Estate News* recently reported that inventory is increasing just in time for the spring selling season. Winter is over, and sellers are beginning to spruce up their homes to put them on the market.

Increased inventory gives buyers more selection, and increased choice means increased sales. I've noticed a distinct increase in inventory over the last few weeks. New listings are appearing in my inbox daily. Sellers are encouraged by today's higher prices, but these prices will likely level out as inventory increases. Because interest rates remain low, and selection is increasing, this is an excellent time for buyers to make a purchase.

When interest rates increase, some buyers will likely pull back from the mar-

ket place. I have found over the years that buyers make their decisions based upon a particular monthly mortgage payment, and that the actual sale price of the home is almost secondary. As rates increase, however, then one of two things must happen: Either the buyers will need to tolerate a higher monthly payment, or the buyers will need to establish a new lower price point to stay close to the payment they are considering.

## Many San Francisco buyers are becoming more open to lesser-known neighborhoods.

According to Realtor.com, 20 nationwide markets are already showing a big upswing in listing views and homes for sale. Several of these markets are in California, including Santa Rosa, Vallejo-Fairfield, Santa Maria-Santa Barbara, San Luis Obispo, San Diego-Carlsbad, and San Francisco-

Oakland. I have seen a trend over the last couple of years, where younger buyers are attracted to the marketplace of Oakland and the nearby East Bay neighborhoods. There are many jobs in Emeryville, and Oakland has made a concerted effort to build a strong base of restaurants, entertainment, and transportation. As prices rise in San Francisco proper, many people look at some of the markets outside of the city to find more affordable housing.

At the same time, many San Francisco buyers are becoming more open to lesser-known neighborhoods in the part of town where they are looking to buy. This is an excellent way to stay in San Francisco and yet find a home closer to your price range. For example, if you are interested in Forest Hill, you can broaden your search a bit and consider Forest Hill Extension, Mt. Davidson Manor, Monterey Heights, Sunnyside, Midtown Terrace, or Sherwood Forest, just to name a few more



Buying a small multiunit building and letting the rents pay the mortgage is one creative yet time-tested way of beating an expensive real estate market. PHOTO: SER AMANTIO DI NICOLAO

affordable neighborhoods close by. For those who love Noe Valley, look at Glen Park.

Also, if you drive around the city, you will see many construction cranes. These are primarily for new condominium projects. Check with your real estate agent about seeing any in which you are interested; you can often buy new-construction condos with less competition than resale properties.

And finally, if you would like a certain area — for example, the Marina — but can't afford to buy a single-family home there, consider buying a condominium or even a duplex with a friend. You could also buy that duplex and use the rental income from the other flat to help with your mortgage payment. That's what

my husband and I did when we bought our first San Francisco property. We were in our early 30s and could not afford a single-family home in Pacific Heights, so we bought a four-unit building and the extra rents made it affordable for us.

These are just a few suggestions to keep in mind as you conduct your spring real estate search. Be sure to talk over your options with your real estate agent.

Wishing you a happy spring!

*Stephanie Saunders Ahlberg has been a real estate agent for over 30 years and joined Hill & Co. in 1983, where she has consistently been among the top 10 salespeople. She can be reached at [realtysanfrancisco.com](http://realtysanfrancisco.com).*



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# Explore new condos in changing neighborhoods

BY CAROLE ISAACS

**F**ROM THE VAN NESS CORRIDOR, Hayes Valley, the Mission, South of Market, Mission Bay to Dog Patch, San Francisco is undergoing dramatic change. If you are considering buying in any of these neighborhoods, it is especially important to be aware of your preconceived notions and to explore new possibilities. Much of the new construction is located in neighborhoods that are in transition or newly developed from the ground up. You will need to think creatively to buy a condo in one of the many new buildings.

When a new buyer called and asked me about 8 Octavia, I did not have answers to his questions at my fingertips. In fact, I had not previewed the building, because of my own preconceived ideas. I was not fond of the location. The building designed by the famous architect Stanley Saitowitz has received much attention, but the price per square foot has been reported to be one of the highest of any of the recently completed condo buildings in San Francisco.

Motivated by a new buyer with questions, it was time to catch up on a few of the new condo buildings. Here are my insights on 8 Octavia, VIDA, Amero, and Lumnia.

**8 Octavia:** My tour included the model home on the sixth floor, an incomplete home on the second floor, and the common roof deck. The good news is these condos include everything except the washer and dryer. In most new construction, the price looks good until you find

out how much the flooring, carpet, and appliances will cost.

Within 30 minutes I was in love. In fact, I have to say: "Seeing is believing." Of course that does not mean this is the building for you. 8 Octavia was so hyped, I did not think it would live up to the story, but it does. Walking home through Hayes Valley, I am now a believer in the location. The streets were crowded and the restaurants had lines out the door. This was at

2:30 in the afternoon on a Saturday. To understand the uniqueness of 8 Octavia, you must see it in person.

**VIDA:** Next stop was in the Mission to see VIDA at 45 Bartlett Street. Barely on the market a few months, there were only a half-dozen condos left for sale in March. The building goes through the whole block from Mission to Bartlett with commercial units on the lower floor facing Mission. Here the base price does not include appliances, window coverings, or upgraded flooring. VIDA is all about the location. All of the shuttles stop within two blocks near the BART Station. A Crunch Gym will be opening across the street on Mission, with a theater next door. It is difficult to keep up with the changes in the Mission, they are happening so quickly.

Moving closer to home, I stopped by the **Amero** at 1051 Filbert Street. There are 27 units here at the corner of Filbert and

Van Ness Avenue. As of this writing, there is only one condo on the penthouse floor with a spectacular view of the Golden Gate Bridge available.

My last stop — the **Lumnia** on Main and Folsom streets — is unquestionably targeted to the luxury market. A two-floor penthouse just came on the market at \$49 million. This is the most expensive property for sale in San Francisco. Though this listing has caught everyone's attention, the fact is that the building amenities are what make the Lumnia special.

The Lumnia's architect Bernardo Fort-Brescia took the time to get to know the lifestyle of people who live in San Francisco. In a visit to the sales office, you will find a model showing the beautifully landscaped rooftop terrace with outdoor dining area, barbecue fire pits, and movie lawn. There is a 70-foot indoor lap pool, fitness center, climbing wall, bicycle storage and repair station, a pet grooming station, and even a children's play area for young families. If you are wondering where to shop for groceries or gourmet foods, a new grocery store called Market on Main will open at the same time as the building.

Like 8 Octavia, high-end appliances are included in the price. The Lumnia offers a few upgrades such as window coverings, closet systems, or different flooring. You

won't need to worry about \$100,000 additional in costs to make the condos spectacular. Set to open the end of the summer, 30 percent of the 656 condos are sold.

There is a wide range of location choices between these four buildings. What they all have in common is that only a few years ago these areas were a gleam in the eye of the developers and not on buyers' radars. Today buyers are snapping up these new condos as they are released. Keep in mind that a general rule is that higher floors cost more, and as the market goes up in price, so will the cost of new construction. The good news is that because the condos are pre-sold before the opening of the buildings, multiple offers are not an issue.

The moral to this story is obvious. There is no way to know whether you like, love, or hate a home until you see it in person and walk around the neighborhood. More important than anything else: Don't hesitate, because these new condos are selling fast.

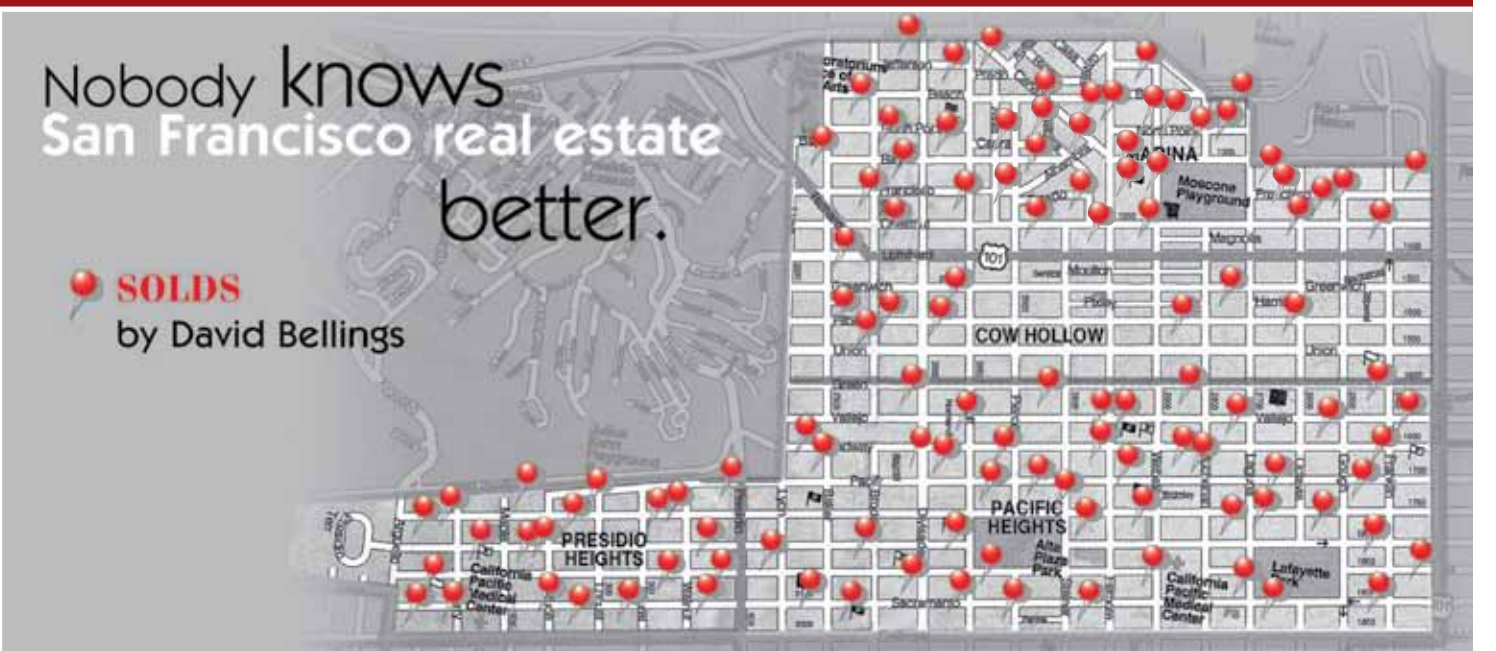
If you are interested in any of these or other new construction buildings keep in close touch with your agent to make sure the best choice is available to you. It is important to take your agent with you the first time you visit a new construction condo building. Remember that though the sales staff may be friendly, they work for the developer.

*Carole Isaacs is a Realtor with McGuire Real Estate, where she is a Top Producer. Follow her on Twitter @CaroleIsaacs or visit her online at caroleisaacs.com or call 415-608-1267.*

**Much of the construction is in neighborhoods that are in transition or newly developed.**

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## THE HEALTHFUL LIFE ∴ Spice of life

# Take it with a grain of salt

BY THALIA FARSHCHIAN

**A**S OUR COUNTRY realizes that dietary guidelines over the last 30 years have not been working well, health and nutrition are gradually being redefined. Sugar is becoming enemy number one, fat is no longer a health taboo, and the love of salt is not necessarily bad.

adequate amounts of stomach acid to appropriately digest food. Many people suffer from low stomach acid due to chronic stress, inadequate water consumption, poor diet, and the aging process.

### SALT AND WATER RETENTION

Many people are concerned about water retention and bloating from

have high blood pressure, but studies show that hypertension is more complex than simply reducing salt intake. Low potassium levels have been shown to be more common in those affected with hypertension. Healthful foods rich in potassium include dark leafy greens like spinach, avocado, salmon, sweet potato, winter squash, and mushrooms. When considering potassium supplementation, consult your physician because too much can have harmful effects on the kidneys.

Prehypertensive Americans consuming 3,600 milligrams of sodium daily for more than 18 months were twice as likely to suffer from heart disease, stroke, and/or heart surgery than those who reduced their intake to 2,300 milligrams of sodium daily. Extremely low salt diets also have consequences like increased cholesterol and insulin resistance associated with diabetes. Balance is key.

For those with normal or low blood pressure, salt can be your friend, so I advise those people to salt to taste.

### IS ALL SALT CREATED EQUAL?

There is a surge of many fancy salts on

the market. Salt comes in pink, black, red, blue, and combined with herbs and seasoning. This range can add wonderful flavor to your food. The key is to seek out unrefined salt that you can add to your own food. It is best to avoid refined

## Sugar is enemy number one, fat is no longer taboo, and the love of salt is not necessarily bad.

Salt got a bad rap because excessive intake can worsen high blood pressure associated with a silent disease called hypertension. Most people do not know that salt actually has a number of health benefits, including assisting in modulating stress hormones, improving digestion, and increasing energy.

### LOW BLOOD PRESSURE AND STRESS

For those with low blood pressure, salt can alleviate feeling lightheaded upon standing and can improve energy. Salt is naturally thermogenic and supports increasing body heat and circulation.

People who suffer from low blood pressure often have functional imbalances of the adrenal gland, which regulates stress. The adrenal gland has four primary functions: produce the stress hormone, cortisol; modulate blood sugar; modulate blood pressure; and create the precursor to the sex hormones, estrogen, progesterone, and testosterone. Those affected by stress and adrenal gland imbalance may have strong cravings for salty foods.

Salt actually lowers cortisol and adrenaline to regulate the stress response, which also helps the thyroid gland function more effectively.

### DIGESTION SUPPORT

Salt is comprised of sodium and chloride and a wide array of other trace minerals like iodine. Stomach acid is comprised of hydrogen and chloride. Our bodies use salt to build

higher salt intake. Water retention does not have to be an issue.

For those who subscribe to a low-carbohydrate diet, the need for salt is actually higher. Low-carbohydrate diets lower the need for a blood sugar shuttling hormone



PHOTO: JAYMIE KOROLUK / FLICKR

called insulin. Insulin tells the body's cells to store fat, but it also tells the kidneys to store sodium. Because insulin circulation is lower in a low carb diet, both sodium and water are easily excreted. This helps to shed the water weight, but can

## For those with normal or low blood pressure, salt can be your friend, so I advise those people to salt to taste.

have negative effects if sodium drops too much. People on a low-carbohydrate regimen may feel fatigued, lightheaded, or may develop headaches.

For those not monitoring carbohydrates in their diet, water retention can be an issue with excessive salt intake.

### HOW MUCH SALT?

It is important to monitor sodium intake if you

salt and sodium that is added to prepared or packaged foods.

*Thalia Farshchian is a naturopathic doctor at Discover Health. Her background includes both conventional and alternative modalities, and her practice is primarily focused on weight management, hormone imbalances, and gastrointestinal conditions. E-mail: [drthalia@discoverhealthmd.com](mailto:drthalia@discoverhealthmd.com)*



**CARING FOR OUR KIDS** ∴ Momstyle



You don't have to give up style. PHOTO: COURTESY STITCHFIX.COM

# Fashion finds for moms

## The stores come to you

BY LIZ FARRELL

**I**F YOU ARE LIKE I AM, SHOPPING IS A luxury, and the times I can escape my hectic schedule for a few hours alone are rare. More often than not when shopping, I have some if not all of the kids with me, and I race through a store, frantically trying on a few things, and either leave with nothing, or end up buying something I didn't love because I was rushed or someone was having a meltdown.

Recently, I have found some better options that help busy women shop and update their closets while saving time. Here a few of my favorites.

**Stitch Fix:** This company is headquartered here in the city, and their website gem is an easy way to update your wardrobe. Start by simply completing a profile so the stylists can get an idea of your style, size, and budget. You can choose to receive a box of clothing and accessories every month or whenever you want. Each box contains five items, which can be anything from dresses to jeans to a handbag. Your stylist is different every month so you are guaranteed variety, which could work in your favor or not. You pay for what you like and send the rest back. The service is \$20 per month, but if you purchase one of the five items, that \$20 goes toward your bill. If you happen to love everything in the box, you get an extra 25 percent off your total. Returning items is easy — they provide a prepaid return envelope that you can drop at any post office ([stitchfix.com](http://stitchfix.com)).

**Boon and Gable:** Also San Francisco based, this company is currently getting its app up and running. The idea is similar to Stitch Fix, but instead of items arriving in a box, personal stylists arrive at your door. Similarly, you first complete a style profile on their app, which includes detailed questions about your lifestyle, tastes, and what you typically spend on clothes and accessories. The app lets you choose a convenient time for the stylist to visit — I chose naptime. You can be very specific about what you want your stylist to bring, for example, a dress for a cocktail party or something to spice up your everyday outfits. I had a great experience — I felt as though my stylist understood my style, my budget, and

what I was looking for. She brought shoes, accessories, and a great variety of options, and it only took one hour. You don't pay for the stylist, you pay only for what you buy, and what you don't want is returned for you. I was pleasantly surprised about the reasonableness of the price points. The stylist does the shopping at major department stores and local boutiques. There is no

**I do love shopping, but these days, shopping for myself isn't a priority.**

pressure, but you may find yourself like I was trying hard not to buy it all. The best part is while you are on the go, if you see a pair of shoes

you love or a dress you can't live without, you can take a picture and send it to your stylist, and she can bring it on her next visit. The company is currently in a private beta, but you can sign up for the waitlist and get early access at [boonandgable.com](http://boonandgable.com).

**Rent the Runway:** This company is based in New York, and in the few short years they have been in operation, they have grown dramatically. I was one of the first few hundred to try them, and have been a loyal customer since. Whether you are looking for a dress for an upcoming gala, school auction, or special something for a night on the town, they have it all. They offer designer dresses, jewelry, and handbags for all occasions, and the rental is just a fraction of the retail price. The dress rentals range from \$50-\$200, which is quite reasonable given the designers offered. You can rent the dress for either four or eight days, and it includes a free back-up size or a second style for just \$32.50. After your event, you simply mail it back in the prepaid envelope and the company handles the dry cleaning. Another plus about this site is that there are many reviews, which include customer photos, so you can see exactly how the dress looks on others ([renttherunway.com](http://renttherunway.com)).

I am a big fan of anything that allows me more time to spend with my family and doing what I love. I do love shopping, but these days, shopping for myself just isn't high on the priority list. These great websites allow busy moms to stay current in their style while saving time.

*Liz Farrell is the mother of three young children. She was formerly a television producer in Washington, D.C. and San Francisco. E-mail: [liz@marinatimes.com](mailto:liz@marinatimes.com)*

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THE ADVENTURES OF SKYLAR GREY :: Chapter 23



Skylar's persistence paid off with cool cat Alexii.

Loving Alexii (or, how a persistent pit bull warmed up a cool cat)

BY SUSAN DYER REYNOLDS

STEVE IS MY DOG SITTER, SO IT was important that Skylar meet the real ruler of his abode right away: a 15-year-old, 8-pound, rescued Himalayan cat named Alexii. When Steve adopted Blue as a puppy, it took a while for them to tolerate each other. Until this day, Blue has a bizarre obsession with Alexii — any time the cat is getting attention, Blue comes flying from wherever she is and muscles in on the moment. “I don’t know how Blue knows when Kitty is getting attention from two rooms away,” Steve says.

Jazzy met Alexii several months after I adopted her in 2006, and it went off without a hitch. Steve sat on the sofa with the cat on one side and Jazzy on the other. At first, Jazzy was excited, but after watching a Rita Hayworth marathon on TMC, dog and cat — and Steve — were sound asleep.

About two weeks after I adopted Skylar, it was time to take my 10-week-old pittie puppy to meet Miss Alexii. On a warm September evening in 2012, Steve invited us for dinner. Sky and Blue were already fast friends (though Blue still occasionally got annoyed with her never-ending energy), but a cat was something Sky had never even seen before. When we walked into the living room, Alexii was sitting on the side table by the couch, still as a statue. Sky bounded right past her, thrilled to see Uncle Steve and cousin Blue, but out of the corner of one big green eye, she noticed the white fluffy thing was moving. As Alexii calmly groomed one leg, Skylar trotted over and stood beneath the table, barely able to reach the top with her chin. Alexii stopped and stared at her with suspicious blue eyes, and Skylar stuck her nose into the poof of cream-colored kitty fur, closed her eyes, and took a long, deep sniff as if she were smelling freshly washed sheets in a laundry detergent commercial. Alexii went back to grooming her leg, and Sky went back to bugging Blue.

When we moved in with Steve temporarily after the sale of my house, I wasn’t worried about the cat, because Skylar had stayed with Steve numerous times when I was away. Now a year and a half old and still full of puppy energy, she still pestered Blue,

though Blue had grown attached to her and was much more tolerant. Occasionally, Sky would turn into Scary Sky and run after the cat, though Alexii was so laid back the game rarely lasted. She would sit on her rear like a circus tiger, flashing her front claws, and Sky would back off. After a week of living with the cat, however, the relationship took a strange turn.

At night, both dogs and the cat decided my bed was the place to be. Jealous Blue would curl up next to Alexii and flash “The Vampira,” her upper lip raised

I found the cat purring away in the middle of a snoring Blue and Sky sandwich.

to reveal her big, white, snarling teeth. Alexii’s reaction was priceless — she would start grooming Blue’s head. Sometimes, Blue would simply lay her head at Alexii’s feet, close her eyes, and wait. Within seconds, Alexii would be gently licking right between Blue’s eyes. Night after night, Skylar watched the ritual with a combination of curiosity and amusement. And then, she started scooting closer and closer to Alexii, moving just a few inches each night, until she managed to take Blue’s position. As usual, Alexii ignored her, but Sky was determined to warm the heart of this very cool cat. She imitated Blue’s moves to a tee, laying her head at Alexii’s feet and closing her eyes. Nothing. Sky would crack open one big green bug eye and look up as if to say, “Where’s the love?” Alexii would groom herself, then turn her back to Sky and go to sleep. Week after week this continued — Skylar’s head at Alexii’s feet, eyes closed in anticipation of a sandpaper tongue bath, Alexii cool as a cucumber. And then one cold, rainy night, Sky’s patience paid off. She rested her head beneath Alexii, and Alexii began grooming her head, right between the eyes. Skylar took full advantage of the moment and snuggled closer. Alexii stopped her kisses, stared at Sky with slightly less suspicious blue eyes, then curled up next to her, resting her tiny head between Sky’s paws.

When I awoke the next morning, I found the cat purring away in the middle of a snoring Blue and Sky sandwich. I guess Blue felt a bit left out — or perhaps she was coming to appreciate all that selfless kitty love she took for granted before watching a persistent pit bull pup work so hard to get it.

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## Announcement: We need foster homes now!

Good dogs land in shelters for many reasons. Grateful Dogs Rescue pulls dogs from the San Francisco and other local municipal shelters and we work hard to match the right dog with the right humans. **Help us save dogs by becoming a GDR foster parent, either short-term or long-term. Apply today!** GDR provides guidance throughout the fostering process and pays for all vet care, grooming, training, etc. for our foster dogs. GDR is an all-volunteer 501(c)(3) non-profit organization in SF. **New volunteers are always welcome!**

## Here are just a few of our wonderful, available dogs:



### ELLIE: Chihuahua mix healing quickly after being hit by a car

Elliott (Ellie for short), the sweetest Chihuahua/terrier mix, is about 2 to 3 years old and weighs around 10 pounds. She has a wonderful, carefree temperament. She loves to cuddle. She is very playful, with both humans and other dogs, and gets along great with everyone! Ellie was brought to the shelter after being hit by a car and badly injured in late November, but is making steady healing progress. Ellie loves to roll and play in the grass. Because of her injuries her mobility is limited until she fully recovers. Ellie is a great spunky little girl with lots of love and adorable quirks to bring to the right family. She is waiting to find her forever home, and she'd love for it to be in the Northside!



### HOLLY: Sweet Scottish terrier mix (and Forest's sister!)

Holly, our female Scottish terrier mix, is 3 to 4 years old and weighs 12 pounds. She is a lively, spirited girl. Forest, her brother, is also up for adoption (see above). Holly walks well on leash and can be an independent girl around strangers, but bonds nicely with her people. Holly can be a little mouthy and likes chasing small things so there should be no kids, cats, or small animals in her forever home. Though she and her siblings did not get much socialization growing up, she is a confident girl, just waiting for you to give her direction. Holly is house-trained and will do well in a home with another dog.



### FOREST: Scottish terrier mix who loves a good lap

Forest is a Scottish terrier mix. He's an adorable boy with big paddle feet! Forest is 3 to 4 years old, and weighs 12 pounds. He's slightly under-socialized, but enjoys learning new things. He's OK with leash walks but prefers being in your arms or in your lap! He loves attention and affection and is a total lick monster. He can be a bit mouthy so there should be no young children in his new home. Forest grew up with two other similar-sized dogs so he will do well with another dog in the home. His sister Holly is also up for adoption (see below).



### MISSY: Little "Chi-weenie" with a big heart

Missy, a 4-year-old "Chi-weenie" (Chihuahua/Dachshund mix), weighs about 12 pounds. She is a sweet, sensitive girl who has been through a lot of changes lately. Now in a loving environment, she is learning to be playful again. Missy loves playing and would do well in a home with other dogs. She loves people, so she would also be happy as an only dog getting all the attention. We think it's best for her to be in a home without young children since she is easily frightened by sudden moves or loud noises. Missy is little, with a big personality.



### FRIEDA: Breast cancer survivor who loves dogs and cats alike

Frieda is 7 pounds of sweetness. This 5-year-old loves to explore the world on her walks. Frieda is learning the basic commands and will use a doggie door. She gets along with dogs and cats alike. Frieda is a breast cancer survivor. We believe we caught it early enough and that the whole tumor was removed. She also came to us with a broken pelvis that has healed after extended cage rest. When you see this little one walking and playing, there is no doubt she feels fine now. Frieda has had a hard start, but is friendly and outgoing despite it. She is looking for the forever home and lifetime of cuddles she so deserves.



### OZZIE: Fox terrier/whippet mix perfectly sized for city living

This is Ozzie, a delightful fox terrier/whippet mix. Ozzie weighs about 24 pounds — a perfect size for city life. Nobody would ever guess that he is 11 to 12 years old because he's such an active, spunky guy. And nobody would ever guess that he is almost blind from retinal degeneration because he gets around so well. Ozzie's house manners are impeccable — not a single accident! He is very responsive and always comes when called. He loves to cuddle up right next to his foster mom. Ozzie's original family's loss is someone else's gain, because he's going to be a fabulous companion for a very lucky person.

**Adoption Event: Grateful Dogs Rescue will be at Citipets, 183 West Portal Ave., from noon to 2 p.m. on Saturday April 4. Come and meet our lovable, adoptable dogs!**



FOR MORE INFORMATION ON THESE AND OTHER DOGS:  
415-587-1121 • [www.gratefuldogsrescue.org](http://www.gratefuldogsrescue.org)  
[info@gratefuldogsrescue.org](mailto:info@gratefuldogsrescue.org)





“Dogs (and even cats) care about selection and price! It gets us healthier food, toys and treats!”

– Molly The Doodle



Come in and see me (and Sasha the store cat) soon. Like us on [Facebook.com/WolfandLionPetSupplies](https://www.facebook.com/WolfandLionPetSupplies) to learn about upcoming special neighborhood events.

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