



Sotheby's
Preview

January/February 2005

The return of village living in San Francisco shows that some ways of living never go out of fashion. By Janet Feinberg Schindler



ABOVE:

For more than 100 years, the 240 ft. clock tower has been San Francisco's waterfront landmark. Today, the Ferry Plaza Farmers' Market punctuates the Embarcadero promenade.

OPPOSITE:

The marketplace is organized along a central nave, which is lined with specialty food purveyors and local shops.

In San Francisco, some neighbourhoods are gaining in popularity due to a recent trend: the desire to return to the village. Whether home buyers say they want to 'walk to shops and restaurants' or state, more commonly, they want to 'be able to walk to get coffee' it is clear they seek the same thing: a simpler time when the process of getting there was as important as the final destination.

Along the Embarcadero, the newly renovated Ferry building has become a village centre. Shops and restaurants fill the ground floor. On weekends, a farmers' market opens on the bayside, and is filled with young and old who gather to peruse the stalls and catch up with friends.

A couple from Chapel Hill, North Carolina, looking for a second home focused on housing downtown in their recent search. They sought accessibility for all their daily activities, whether walking to restaurants in the city centre and along the Embarcadero, or simply shopping at the market. A quick hop on an historic municipal street car offers respite and transport for tired feet. After considering many options, they chose Golden Gateway Commons along the Embarcadero, an increasingly popular condominium complex as more and more people seek more intimate village living.

Further inland, first-time homebuyers James and Miranda Martin concentrated on the inner Sunset area to provide them with a different approach to city life. They wanted to 'walk to things' with their daughter Bridget in a stroller, something that is difficult to do in other more hilly areas of the city. Their village became Irving Street, a densely packed but level commercial area where block after block is lined with unique shops, cafes, restaurants and bookstores. With so many demands on their time, the walk has become an important part of their family time together.

Both settings offer an opportunity to interact with neighbours, shop owners and family, all sharing in a return to the village.

Janet Feinberg Schindler is a freelance writer & realtor for Sotheby's International Realty's San Francisco office.



ICE CREAM
SWEET TOOTHIES
SPECIALTY PLACING



Fresh Start
ORGANIC
JUICES & SMOOTHIES
Located in Farmer's Garden
also featuring
ORGANIC SALADS

100% Organic Juice

100% ORGANIC OPEN!

COBLENTS
BASS