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Buyers stand in line for Hayes Valley condos



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In two decades of selling San Francisco condos, [Alan Mark](#) has never seen anything like 300 Ivy St.

On the first weekend the sales office opened the 63-unit project in Hayes Valley attracted 350 potential buyers, some of whom arrived two hours before the office opened at 11 a.m. The five-story residential condominium, developed by Pocket Development, has attracted over 2,200 potential buyers to its interest list in just 12 weeks. Those standing in line were fed bread pudding from [Schultzie's](#) and lemon macaroons from [Chantal Guillon](#).

"Even when the Brannan opened in 2001 you wouldn't have seen a database built up so quickly," said Mark, founder and president of the Mark Co.

The condos are priced above \$1,000 a square foot, with one-bedroom units (with no parking) starting in around \$650,000 and the two-bedroom condos (with parking) starting just above \$950,000.

Mark said that the buyer pool is a mix of young tech workers, empty nesters, and young families. Three perspective buyers who toured the building on Saturday would be taking the Google employee shuttle at Market and Van Ness. The building is also drawing Hayes Valley renters who have been outbid on resales in the neighborhood, Mark said.



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Spencer Brown

Pocket Development's Donald Klingbeil and Elizabeth Costello

The rush to buy at 300 Ivy comes at a time when San Francisco only has one other large new condominium project on the market, the 98-unit Marlow at 1800 Van Ness. When the sales office on that project opened in April, 200 potential buyers made appointments the first weekend.

While Marlow will open in early 2014, the fact that 300 Ivy comes on line in October of this year has been a key factor, Mark said. "A lot of people want to move in sooner rather than later," said Mark.

Pre-qualified potential buyers at 300 Ivy can go onto the project website at 9 a.m. this Wednesday, May 22, to submit contact information and pre-approval letters. "We want to be really fair to everyone. That is when the clock starts ticking," said Mark. On May 28th, Mark Co. agents will start contacting buyers to make appointments.

Designed by [David Baker + Partners](#), 300 Ivy has 34 two-bedroom condominiums, 23 one-bedrooms and one studio condo, along with 5 three-bedroom townhomes facing Ivy Street with individual entries. The townhomes will have decks and terraces surrounding a landscaped inner courtyard.

Amenities include a roof garden with outdoor kitchen and dining areas, and a sun deck. The building has room to accommodate 68 bicycles. All residences feature wide-plank, sustainably sourced oak floors, stainless steel Bosch appliances and integrated Liebherr refrigerators.

Closings are scheduled to commence in the third quarter of 2013.