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Whoa: Check Out The \$40 Million Spec House That Just Hit The Market On Billionaire's Row

BY [JAY BARMANN](#) IN [NEWS](#) ON APR 5, 2017 1:25 PM



Upping the ante in San Francisco's luxury home market and potentially garnering the highest price ever paid for a home in the city, we bring you [2712 Broadway](#) on Pacific Heights' Billionaire's Row — a gorgeously appointed, architecturally significant, seven-bedroom spec home from developer Bill Campbell of Marble Management. He purchased the property on which it's built back in 2009 — what amounted to a \$7.8 million teardown — and [as the Wall Street Journal notes](#) it's right down the block from Oracle scion Larry Ellison's manse, and Ann and Gordon Getty's mansion as well.

As [Socketsite recalls](#), while Campbell was maneuvering to redevelop the property and seek approvals and such, he rented the former home on the site, a much more modest clapboard bungalow by comparison, to a group of eight twenty-somethings, immediately incurring the ire of neighbors.

The resulting home, by SF-based architect [Taylor Lombardo](#), is a stunner by any standard with phenomenal 180-degree views the likes of which only Gettys and Ellisons typically enjoy, but the interior design by [Handel Architects](#) is especially gorgeous. The bathrooms alone — my god. As [Curbed puts it](#), "What does \$40 million buy you in the city's most expensive hood? Two wine rooms with blackened steel doors, outdoor kitchen on the top-floor terrace, elevator, home theater, and gym."



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Pacific Union's Val Steele and Tom Biss of Sotheby's International Real Estate are the listing agents for the property, and as Biss tells SFist, "It's a spectacular property and a great addition to the unique and architecturally significant Gold Coast homes."

Steele [tells the Business Times](#), "This house has a beautiful, flexible design to make it ideal for a family with several children or it can serve as a perfect urban oasis for a Silicon Valley or tech industry leader in need of a San Francisco base." Steele adds, broadening his potential client base, "Empty nesters would find this to be a memorable place to host multi-generational family holidays far into the future."

The previous record-holder in price, which happens to be on the same block, was a much more traditional home at 2701 Broadway, which sold in 2015 for \$31 million (after [hitting the market months earlier for \\$39 million](#)).

But, shadily, [Socketsite does note](#) that the next-door neighbor has plans for some kind of rear addition on their property, "the development of which could impact 2712's views to the west." Those are still making their way through Planning approvals.