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Residential Real Estate

# \$30 million worth of luxury condos in Potrero Hill comes online



By Ted Andersen – Digital Editor, San Francisco Business Times  
4 hours ago

## COMPANIES IN THIS ARTICLE

**Vanguard Properties**  
Healdsburg, CA

Across the street from the Anchor Steam Brewery, a five-story, 16-unit San Francisco luxury condo building that's been in the works since 2017 has just hit the "Coming Soon" section of the MLS.

[See full profile >](#)

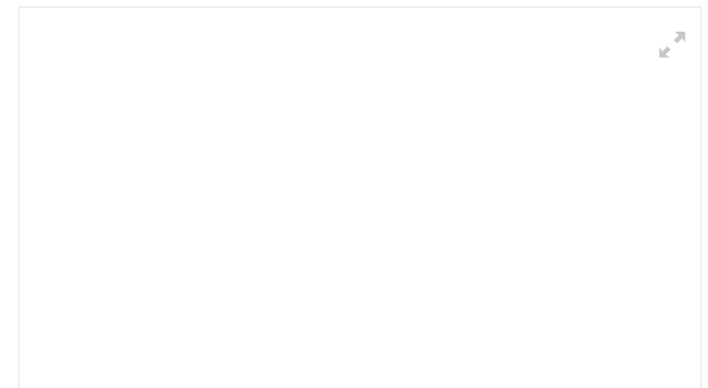
The Potrero Hill development – which replaced a shabby two-story warehouse building – is now offering condos between \$1.1 million and \$3.4 million. In all, the condos are worth about \$30 million.



540 De Haro before it was demolished more than two years ago to make way for the new 16-unit condo development.

GOOGLE MAPS

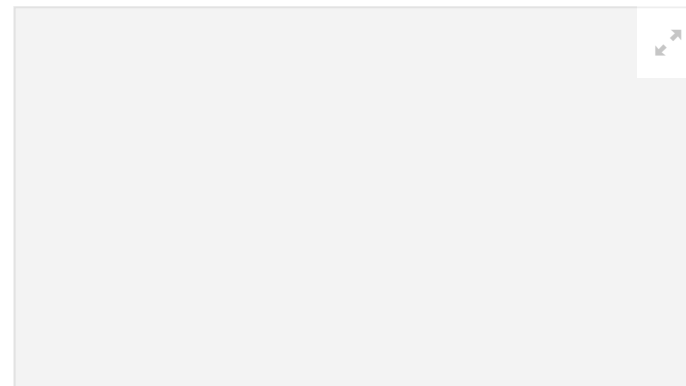
Crafted by Sternberg Benjamin Architects, the brand new development features open living spaces, including terraces and roof decks. The building includes one-, two- and three-bedroom homes, many with additional dens and views of the city. These residences have Porro closets and Boffi cabinetry from Italy, Porcelanosa tile from Spain and Miele appliances from Germany. Each home also features a professional kitchen, a living room with a fireplace, air conditioning, private parking and private outdoor space.



540 De Haro St. project while under construction.

GOOGLE MAPS

"There is no other project like this on the market - meaning you can walk up to all the doors and you don't need to take an elevator," said listing agent Frank Nolan, co-owner of San Francisco-based Vanguard Properties. "But, of course, there is an elevator."



Frank Nolan, co-owner of Vanguard Properties

VANGUARD PROPERTIES

The owner is also the developer: San Francisco-based [Aralon Properties](#). "They are a local developer – they live here and develop here – they aren't from out of town," Nolan said. "A lot of the developers coming up for those big sites on Potrero have been from out of the state."

Click through the slideshow above to see the new development at [540 De Haro St.](#) in San Francisco.

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