

# SAN FRANCISCO

"THE NATION'S WESTERN CAPITAL"

(Prepared by the San Francisco Chamber of Commerce  
Research Department)



Photo by R. L. Copeland, released by  
San Francisco Chamber of Commerce

Aerial View of Downtown San Francisco

## SITUATION

San Francisco, "City by the Golden Gate," whose City Hall is situated at 37 degrees 47 minutes north latitude and 122 degrees 25 minutes west longitude, on a hilly peninsula with altitudes ranging from sea level to 933.6 feet U. S. Base, is bounded on three sides by water. Of a total of 129 square miles, only 46.6 are land. It is among the few world cities with the distinction of having more than half of its entire area washed daily by the ocean's tidal currents.

San Francisco has within its boundaries three islands—Yerba Buena, Treasure and Alcatraz—besides the Farallon Islands group some 32 miles west, which has been included in the City and County of San Francisco since 1872.

## POPULATION

July 1, 1963, population estimate for San Francisco was 749,900.

The 1960 U. S. Census gave San Francisco a population of 742,855, representing a loss from 1950 of about 4.2%. Even though several cities in the Bay Area lost population in the decade, the losses were countered by sizeable gains in the newer, outlying cities of the metropolitan area. Many of the older areas in the city have become less congested, and in most dwellings the total number of occupants has dwindled. Predominating nationalities of foreign-born residents: Italian, German, Irish, Canadian, Chinese, Japanese, Russian, Mexican.

## AREA, ALTITUDE, CITY FINANCES

Area—45.45 square miles (land, 46.38 including islands).  
Altitude—Sea level to 933.6 feet city datum.

Assessed Valuation—\$2,211,875,031 (1962-63), all property, including \$85,159,806 veteran and welfare exemptions. Tax rate of \$8.82 per \$100 assessed valuation (1963-64) includes \$0.017 levied by Rapid Transit District, but collected by City.

Bonded Debt—\$238,549,000 (June 30, 1962).

## CLIMATE

San Francisco's unique location at the northern end of a narrow peninsula which separates San Francisco Bay from the Pacific Ocean and forms the southern shore of the Golden Gate—the only sea level entrance through the Coastal Mountains into the Great Valley—causes this to be known as the air-conditioned city, with cool, pleasant summers and mild winters. Flowers bloom throughout the year, and warm clothing is needed in every month.

As a result of the steady sweep of air from the Pacific, there are few extremes of heat or cold. During the entire 90 years of temperature records in San Francisco, temperatures have

risen to 90 degrees or higher on an average of but once a year and dropped below freezing less than once a year. As a rule, abnormally warm or cool periods last but a few days.

Pronounced wet and dry seasons are another characteristic of this climate. On the average, 84% of the total annual precipitation falls during the five-month period November to March, leaving but 16% for the remaining seven months of the year. Long-time records of the Weather Bureau reveal that the sun shines in San Francisco during 65 of every 100 possible hours.

## CONSTRUCTION

In 1962, construction in San Francisco scored its fourth consecutive year of \$100 million or more in projects authorized by building permits. The total of \$156 million was a 20% increase from 1960's record of \$130 million, and the number of permits issued was a new record at 14,291. A total of 5,179 dwelling units was authorized, having a value of over \$77 million.

Some of the major projects authorized in 1962 were:

Golden Gateway—three 22 and 25-floor apartment buildings (Perini Corp.) . . . . .	\$13,390,000
Hartford Insurance Group—33-floor office building (Hartford Ins. Co.) . . . . .	11,400,000
Civic Auditorium rehabilitation (City of S.F.) . . . . .	6,623,000
Laguna Heights cooperative apartments (Eichler Homes, Inc.) . . . . .	4,667,000
Diamond Heights—single-family homes (180) (Eichler Homes, Inc.) . . . . .	4,252,000

Over \$259 million worth of construction was authorized or was under way at the end of 1962.

Work on the Federal Office Building is nearly complete. This 20-story structure will be the West's largest office building. Redevelopment in several areas made significant progress in 1962:

Western Addition—In this first project to be cleared and sold to private developers, new buildings are appearing, including a school (completed) and several apartment buildings. The second project in this area, more than twice the size of the original, is now in the planning stage; emphasis will be on renewal of existing buildings and preservation of historic structures.

Diamond Heights—All land has been sold, and streets and utilities are in. Over 70 single-unit homes are under construction, and plans call for over 1,500 additional dwelling units—in row housing, detached homes, and low and high rise apartment buildings. The peak parcel of land on Red Rock Hill was sold to the highest bidder, San Francisco Redevelopers, Inc., who chose one of four plans resulting from a nation-wide architectural competition. The plan chosen was that of Cohen & Levenson, San Francisco.