

ground and is upcoming, and a breakdown of the metamorphoses underway in the surrounding neighborhoods. Briefly, the lessons from Mission Bay:

- **We sometimes forget that plans can get built out and really do change the City.** San Francisco has over a dozen area plans in the works, some for a decade, and it is too easy to lose sight of their value. It is important to remember the power of plans to shape our environment and to address urban challenges in a meaningful way.
- **Zoning can't create, only allow or prohibit.** If a plan doesn't make sense in the marketplace, it won't be fulfilled. Zoning is a tool to keep out unwanted uses or forms: policy makers say you can't build taller than so many feet, incompatible uses can't intrude, *this* area is reserved for *these* uses. But in the absence of investors willing to risk their capital, the uses we *do* want won't get built.
- **Without a committed driver—the Mayor, a key staffer, a developer or community group, planning efforts can languish.** At Rincon Hill as at Mission Bay and the Giants Stadium, it was developers who mandated the momentum. Increasingly, in San Francisco owners and developers should be advocating for plan adoption.

Check out the article at <http://www.spur.org/newsletters/0805.pdf>. *

HOMELESS PRENATAL PROGRAM



David Prowler is very proud to serve on the board of the **Homeless Prenatal Program** (HPP), a non-profit providing services to families including parenting classes, pre-and neo-natal medical care, housing referrals, literacy classes, jail outreach, help with drug and alcohol problems, and a host of other programs. For the past year and a half, David headed the effort to

find HPP a home of its own. The search was difficult because of HPP's particular concerns about seismic safety, access to transit, size, and zoning. Finally, this summer, we bought the perfect building, at the corner of 18th and Potrero. At the last minute, David had to overcome the zoning challenges of putting a social service agency in a building which once housed a print shop and could again, some day. Tenant improvements are done and HPP moved in the last week of August. It's a great organization. See www.homelessprenatal for more info. *

DAVID PROWLER ON KPIX CHANNEL 5 NEWS

On September 6, 2005, David Prowler was interviewed on *KPIX Channel 5 News* regarding the state of San Francisco's preparedness for an earthquake and what we might expect in housing losses. David had directed the crafting of the City's Unreinforced Masonry Building (UMB) Ordinance and the more recent Community Action Plan for Seismic Safety. The CAPSS effort found that in a reasonably foreseeable earthquake (likely in the next 30 years) San Francisco could lose between 37,000 and 83,000 housing units depending on the location and severity of the quake. That represents almost 25% of our housing stock. While the UMB program is a good start at saving lives, residents of these brick buildings as well as those who live in wood frame structures on soft soil and with undivided ground floors may be on the street after the next quake. *

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It's been six years since Prowler, Inc. was formed—six years of project management, government and community relations, and planning services. Clients have included:

- The Emerald Fund,
- Pulte Homes,
- San Francisco General Hospital and
- San Francisco Department of Building Inspection,
- The Mills/YMCA partnership,
- The Partnership for Affordable Non Profit Spaces,
- Rincon Ventures,
- Glen Park Marketplace,
- Joie de Vivre Hospitality,
- The City of Long Beach, and others.

We are grateful for all the support you have given and look forward to working together in the future. *

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