

PROWLER, Inc.

FALL NEWS FROM PROWLER, INC.

#1, September 2005

Prowler, Inc is celebrating its sixth year and launching this quarterly newsletter to let friends know about our activities and how we are helping out clients. We hope you find it useful and welcome your feedback.

RINCON HILL: Supervisors approve Rincon Hill Rezoning and One Rincon Hill



With the passage of the Rincon Hill Plan, the Board of Supervisors set the stage for a new neighborhood close to Downtown- and signaled a set of attitudes and strategies toward residential development with implications throughout the City.

We've been working for the past year and a half on behalf of One Rincon Hill, a 709 unit condominium project at the top of Rincon Hill. On August 4, the Planning Commission unanimously approved this landmark project – two towers in full compliance with the Rincon Hill Plan passed by the Board of Supervisors the previous week. Construction has begun. The project will be paying almost \$23 million for affordable housing and almost \$20 million for neighborhood improvements, school fees, and toward the South of Market Community Stabilization Fund.

Prowler, Inc. provided help to Rincon Ventures, the developer of One Rincon Hill in the areas of strategic advice and government and community relations. The vote at the Board on the General Plan amendment adopting the Plan was unanimous as was the Planning Commission vote on One Rincon Hill.

Little of the public debate was concerned with issues of urban form or land use. Rather, the debate centered on how much to exact from housing development and how to allocate the funds. South of Market was the clear winner. It remains to be seen how many of the Rincon Hill projects will prove feasible at this level of fees, whether the \$25 per foot will become the standard even in areas without upzoning, and whether the concentration of fees by neighborhood will become the norm. The Mayor, in his message signing the legislation, signaled his intention to ensure that the Rincon Hill Plan does not set a City-wide precedent.

Rincon Hill is the first neighborhood rezoning brought forth by the Planning Department in almost a decade. The goals of the Plan are to create a new residential neighborhood within easy walking distance of Downtown, with all the amenities you would expect to find in an urban neighborhood - parks, a pleasant pedestrian experience, a community center, and neighborhood serving retail, concentrated on Folsom Street. Towers are to be tall (to retain the sense of the hill) as well as slender and spaced well apart to enable distant views and glimpses of the sky.

As part of the neighborhood improvement package, the historic Sailors Union of the Pacific building will be brought alive as a community center. *

SPUR NEWSLETTER



The August SPUR
Newsletter, edited by
David Prowler, takes a
look at Mission Bay and
what the lessons are for
other neighborhoods in
the planning process.

David was invited to edit the August SPUR newsletter, all about Mission Bay and other development surrounding that area. The piece addresses the history of

Mission Bay and efforts to plan its development, an overview of the Plan and a summary of what has hit the

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/newslet-ters/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. *

PROWLER INC. IS SIX YEARS OLD!

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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