

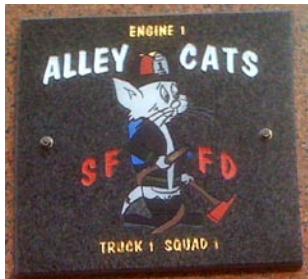


PROWLER, Inc.

ISSUE #12 - Spring 2010

It's been ten years since David Prowler left City Hall to launch Prowler, Inc. It's a great excuse to thank all the friends and clients who have made this decade so successful. The breadth of these relationships has been the basis for this success. The range of clients includes City agencies, non-profits and institutions, and developers and landowners (you could click here to see a partial list). So to friends and colleagues: *sincere gratitude*.

PROWLER INC. ON THE TEAM FOR "STATE OF THE ART" FIREHOUSE



Thanks to the generosity of the trustees of the San Francisco Museum of Modern Art (SFMOMA), South of Market will soon have the City's first new fire station since the mid-1970s. The new station will replace Fire House 1 at 3rd and Howard.

That station was opened to temporarily replace one closed 17 years ago. The City estimates that to repair and upgrade the existing station would cost \$8.6 million.

The new station's location will speed most response times. It will be built to modern standards (including LEED silver), and will better house the fire fighters and their equipment.

In return for the site of the current station and a small piece of alleyway, SFMOMA will design, finance, and build the new fire house. Net value of the Museum's gift to the City: over \$10 million. The current site would then be available for inclusion in the Museum's expansion.

It's a great marriage of public safety and art, what the Mayor calls a "double gift to the people of San Francisco".

While the Fire Commission has given a conceptual approval, no decision on whether to demolish existing buildings or to build either the Museum expansion or new fire station can be made until the environmental review process is concluded.

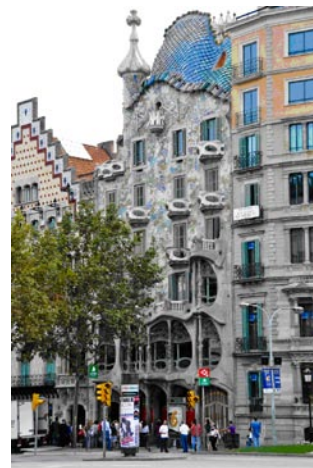
David Prowler is helping out the Fire Department and SFMOMA with strategic planning and government and community relations. Meeting with neighbors, public officials, advocacy groups, and leaders in both the SF-MOMA and new firehouse neighborhoods, he is ensuring support for the projects.

HAIKU RESULTS

We have a winner...

The last issue of Prowler News linked to a recent David Prowler photo essay for the Urbanist Magazine, 6 Haikus about SF's Renegade Buildings. And a contest was launched for readers to submit architectural haikus of their own, winner to receive a copy of Jane Jacobs' Death and Life of Great American Cities.

We have a winner – and an excuse to run this great photograph from Barcelona, submitted with the winning entry:



The winning haiku:

**Outdo your neighbor
Barcelona Discord Block
Lizard skin hands down**

by Jeff Marcowitz, President of Project Management Advisors (David Prowler worked with PMA on One Rincon Hill.)

Thanks to runners-up Marc Delany and Maya Pollack.

QUIZ

1: These buildings used to be across the street from what local landmark?



- A. Transamerica Pyramid
- B. Transbay Terminal
- C. Ferry Building
- D. The End Up

Answers on the following page.

2. The San Francisco Planning Code is 1,400 pages long. How many pages have been added in the past five years?

- A. 20 pages
- B. 120 pages
- C. 50 pages
- D. 800 pages



Answers on the following page.

3: According to the Planning Department, 2009 was a banner year for housing production in San Francisco. More units of affordable housing became available than in any previous year — 953 homes.

In total, 3,454 new homes were built in the City. That's the most since the year when Billboard Magazine listed which single as a #1 hit:

- A. I Saw Mommy Kissing Santa Claus—Jimmy Boyd (1953)
- B. I Want to Hold Your Hand—The Beatles (1964)
- C. Lady Marmalade—LaBelle (1975)
- D. Getting Jiggy Wit It—Will Smith (1998)

Answers on the following page.

4. The San Francisco Museum of Modern Art opened 75 years ago. In its first year, how many exhibitions were shown?

- A. 5
- B. 11
- C. 18
- D. 70



Answers on the following page.

SUGGESTED READING—JOHN KING



Past issues of Prowler News have referred readers to Jane Jacobs, The Talking Heads' David Byrne, and a piece from the Atlantic Magazine about the effects of demographic changes on cities.

This time, a recommendation closer to home: the columns of John King. Nobody agrees with all of them, but John always provokes thoughts and helps us to see San Francisco in a new way. Like this from a recent column:

An "authentic" city doesn't behave like we want; it prods us and baffles us and eludes our control. We may want it to stand still, like House of Shields. But it never does - and that's part of the allure.

John's columns are fair, nuanced, refreshing, and often poetic. He doesn't just cover design, but also covers the politics that shape how the city around us looks. We're lucky to have him.

ANSWERS TO THE QUIZ

1. Answer: **B. – The Transbay Terminal**



2. Answer: **D. – According to Planning Director John Rahaim, it is 800 pages longer now.**



3. Answer: **B. – I Want to Hold Your Hand—in 1964.**



4. Answer: **D. – An astonishing 70 shows.**

And up until 1941, the Museum hosted between 74 and 100 shows a year, open until 10 in the evening six days a week! On closing night of a Picasso retrospective in 1940, 1,300 visitors sat in and refused to leave “until they had had their fill.”