



PROWLER, Inc.

NEWS FROM PROWLER, INC.

Issue #2 - Winter 2005-2006

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

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>> PROWLER, INC. SIGNS TO ASSIST PULTE HOMES WITH S.F. TENNIS CLUB DEVELOPMENT

Pulte Homes, one of the largest housing developers in the United States, has brought Prowler, Inc. on board to help with the development of the 2.5-acre site of the San Francisco Tennis Club.

Pulte Homes is well known for suburban single family developments, but they have built some exemplary infill projects in the East Bay as well. The idea at the Tennis Club site (Brannan between 4th and 5th) is a mixed-use project that will make the street livelier, improve the pedestrian experience, and bring high quality design to that part of town. We are working hard to bring forth a mix and design unlike anything seen before in San Francisco. A block or so from the new light rail and the Caltrain Station, the site is a natural for mixed-use development.

Prowler, Inc. is advising on the design, program, and entitlement process.



>> PROWLER, INC. SELECTED TO CONSULT WITH PORT OF SAN FRANCISCO

Prowler, Inc., as part of a team of consultants headed by CB Richard Ellis Consulting / Sedway, was selected to join a panel of real estate, economic, and entitlement experts to help the Port of San Francisco move forward with development of sites under its control.

The Port is facing serious challenges, including an estimated billion dollars in needed improvements to its facilities. It receives no money from the City's General Fund and for both operating and capital expenses it relies primarily on income generated by tenants (such as Pier 39, the Ballpark, and Fisherman's Wharf). The Port does have some sites with great potential, both to generate income and enhance the waterfront:

- Piers 27 - 31,
- Piers 15 - 17 (potential home of the Exploratorium),
- Piers 48 - 50 (surrounded by Mission Bay, just south of the Ballpark),
- Pier 70

Development of these sites is complicated by the regulatory limits placed by the State Lands Commission, Bay Conservation and Development Commission, and of course the Board of Supervisors. The Port must balance maritime and recreational needs with fiscal concerns: How to pay for infrastructure maintenance and operations?

David Prowler voted to approve the Waterfront Plan as a member of the San Francisco Planning Commission, consulted with the Mills/YMCA partnership and, on behalf of the Mayor, managed both the Mission Bay and Ballpark projects (which include Port property.)



>> ONE RINCON HILL GROUNDBREAKING

"David Prowler played a key role in One Rincon Hill. Without his involvement, I doubt we would now be where we are - under construction on the tallest residential towers in the West."

San Francisco can be a tough place to develop a project of any scale. David's understanding of the City's dynamics and his calm and thoughtful counsel made all the difference. When we were negotiating exactions with the community and City Hall, explaining the project's strengths in neighborhood meetings, or dealing with challenges from mapping to forming a Mello Roos Financing District, I relied on David."

— Michael Kriozere, President, One Rincon Hill

Mayor Gavin Newsom, Supervisor Chris Daly, Planning Director Dean Macris and a happy crowd attended the One Rincon Hill groundbreaking on November 10, 2005. Look for the opening of the project's sales center shortly. The first check for affordable housing, \$11 million, was sent to the City at the end of the year. Additional contributions for a total of almost \$43 million - toward schools, improvements to South of Market, streets, the Sailors Union building accessibility, and more affordable housing - will be forthcoming.

You may have read in the Chronicle about some internal questions within the Building Department regarding seismic performance of highrises, including One Rincon Hill. Some background: The Building Department launched an effort some years ago (directed by David Prowler) to assess the seismic vulnerabilities of existing buildings - looking not just at safety, but focusing on whether buildings would be habitable after a quake. What we found was that the City stood to lose thousands of homes, mostly those on corners, on bad soil, and with parking or stores underneath. Although the Building Commission dropped the question, the overarching public policy question remains: should the City require private buildings to go beyond safety, to meet the same tests as hospitals and police stations? The debate should not hold up permits for those buildings which comply with current codes.

>> OP-ED PIECE IN SAN FRANCISCO EXAMINER

On February 9th, the San Francisco Examiner ran an op-ed piece, Planning in S.F.: Too Much of a Good Thing?" by David Prowler. (http://www.sfexaminer.com/articles/2006/02/09/opinion/20060209_op04_prowler.txt) The main points:

- We expect too much from land use planning; it's a good tool for addressing some problems but not all.
- The lengthy planning process is itself a problem, driving away both public involvement and investment.
- We can do a better job of engaging the public in the discourse that results in the changing City.

The piece was written to spark some dialogue. Let us know your thoughts at info@prowler.org



>> HOMELESS PRENATAL OPEN HOUSE

"Homeless Prenatal Program was stuck. Our Board and staff had spent years consumed with a difficult real estate question - whether to develop an asset we owned or move on and buy an existing building to meet our needs. David pushed the Board to form a real estate committee, led the committee, and really got us moving. He framed the question to help us decide, set criteria and found us a new home - a \$4.6 million dream come true. Then he worked with the staff, the lender, the City, and the architect to make it happen. His leadership skills really got us there."

— Jeanne Myerson, President and CEO, The Swig Company member, Board of Directors, the Homeless Prenatal Program

Staff, clients, funders and friends of the **Homeless Prenatal Program (HPP)** came together to celebrate the organization's new home on November 3. David was elected President of the Board of Directors of the Homeless Prenatal Program in December.

For more information regarding any of the above, please contact:

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