



# PROWLER, Inc.

## NEWS FROM PROWLER, INC.

### Issue #3 - Spring 2006

*Prowler, Inc is in its sixth year of helping developers and public agencies in San Francisco with entitlement and public participation challenges. Clients have included **Pulte Homes, Emerald Fund, Joie de Vivre Hotels, Glen Park Marketplace, One Rincon Hill, the San Francisco Building Department, San Francisco General Hospital, and others.** Please enjoy this, the third issue of the newsletter, check out the rest of the website at [www.prowler.org](http://www.prowler.org), and keep in touch at [info@prowler.org](mailto:info@prowler.org).*

### >> GLEN PARK MARKETPLACE PROJECT BEGINS SELLING UNITS



*David was the initial developer of the project, assembling the site, entering into agreements to sell portions to the City for a library and to a grocer, and obtaining entitlements and approvals from the Planning, Public Utilities, and Library Commissions, as well as the Board of Supervisors*

The project contains a neighborhood grocery (Canyon Market), a branch public library, and 15 residential units, two of them at below market prices. The project design has changed somewhat with a new owner but the innovative program remains the same. Glen Park Marketplace is hosting open houses for realtors interested in the condos for sale. The project has a website at [www.glenparkmarketplace.com](http://www.glenparkmarketplace.com).

You can read David's case study in [\*How to Turn a Parking Lot into Apartments, a Library, and a Grocery Store the Hard Way\*](#). As the website Curbed SF ([www.sf.curbed.com](http://www.sf.curbed.com)) says: it contains "difficult civics lessons plus swastikas and lawsuits. Rumored to be optioned by the Coen Brothers as *Mixed Use*." Curbed has received more postings on this project than on any other item they have run.

### >>MAYOR NEWSOM AT HOMELESS PRENATAL



*Mayor Newsom shared his enthusiasm for the work - and the results - of the Homeless Prenatal Program (HPP) at an event held at HPP's new home in late April. He said that HPP does more with our \$2.5 million a year budget than the City accomplishes with it's \$180 million a year effort to address homelessness. David is President of the HPP Board.*

To learn more about the work of [Homeless Prenatal Program](#) and its capital campaign, visit [www.homelessprenatal.org](http://www.homelessprenatal.org).

### >> POP QUIZ



*San Francisco's planning and development environment changes rapidly. How well are you keeping up?*

*Take the quiz to see:*

#### 1: How much did the Board of Supervisors raise the housing affordability requirement in Rincon Hill?

- A: Not at all.
- B: From 10% to 15% if onsite, from 12% to 18% offsite.
- C: To offset other required payments, the fee went down.
- D: It went to 25% of all units and they must be onsite.

#### Answer: A.

The Board required contribution to a SOMA Community Stabilization Fund and required partial earmarking of housing money to that neighborhood but didn't raise the affordability

*continued on reverse*

requirement. A study to do that City-wide is underway.

**2: What do the Hell's Angels Headquarters in Dogpatch (22nd and Tennessee), South Park, St. Luke's Hospital, the Roxie Theatre, and Goat Hill Pizza on Potrero Hill have in common?**

- A: Delicious healthy food.
- B: They are all on the list of locally designated historic structures.
- C: They are each locations used in the film *Mrs. Doubtfire*.
- D: They are all being re-zoned as part of the Eastern Neighborhoods Rezoning Study.

**Answer: D.**

25% of the City is being studied in that effort. It goes from Islais Creek in the south to almost the Market Street Safeway, then down to the Embarcadero. The intent is to reserve space for production, distribution, and repair from housing encroachment.

**3: Match the members of the Board of Supervisors with the corresponding Fun Fact:**

- 1: Licensed electrician.
- 2: Raised speaking French, with a French first name.
- 3: Godchild of Billie Holliday, father married Gloria Swanson.
- 4: Received Deputy Sheriff training.
- 5: David Prowler was co-chair of Artists for \_\_\_\_\_.
- 6: Worked in the Mayor's Budget Office.

- A: Jake McGoldrick.
- B: Gerardo Sandoval.
- C: Ross Mirkarimi.
- D: Bevan Dufty.
- E: Tom Ammiano.
- F: Sophie Maxwell.

**Answers:**

1F; 2A (Jean-Luc); 3D; 4C; 5E; 6B.

**4: How do you keep on top of City Hall, development and planning?**

- A: Visit Madam Sada, the psychic at 16th and Church. She knows all.
- B: Golf at the Olympic Club.
- C: You don't want to know, it would ruin your appetite.
- D: Constantly keep in touch with other folks in the mix, check websites, the Chronicle, Bay Guardian, SF Weekly, Beyond Chron, SF Sentinel, the Examiner, Business Times, Commission and Board agendas, attend community meetings, and rely on decades of experience to analyze trends and events.

**Answer: D.**

**5: Who should you retain to advise you on entitlements, up to date shifts at City Hall and in the neighborhoods, development team formation, likely allies, and what to worry about - or not - in the scary San Francisco development world?**

**Answer: David Prowler.**

In San Francisco, you can't afford to be out of the loop - and sound advice can save you money and

headaches, reduce risks, and save time. David has helped Joie de Vivre Hospitality, Emerald Fund, One Rincon Hill, Pulte Homes, and others navigate in San Francisco - with the results shown in successful projects.

**>>NONPROFITS AND REAL ESTATE: FROM SPUR NEWSLETTER, APRIL 2006**

David Prowler has worked for and on behalf of a wide range of non-profit organizations and led workshops in non-profit real estate efforts in cities throughout the West for the Trust for Public Land. In this article, he writes about the impact of the dotcom boom and bust on San Francisco non profits and profiles three responses.

David Prowler wrote a piece for the SPUR newsletter that came out in early April discussing the impact of the dot com boom and bust on non-profits in San Francisco. The article describes how three very different non-profits have dealt with their real estate needs in the post boom/bust world: SPUR, Jewish Vocational Services, and the Homeless Prenatal Program. Read the article to learn which one started out to build and wound up buying, which intended to buy and is renting, and which set out to buy and is now building.



David was the Project Director for the foundation- and City-funded Partnership for Affordable Non Profit Space ([www.orgspaces.org](http://www.orgspaces.org)), served as a Field Representative at the Trust for Public Land, and has advised non profits including the YMCA, Montessori Family School, South of Market Cultural Center, and Lavender Youth Recreation Center.

**>>JANE JACOBS: 1916-2006**

*People who care about cities lost a hero last month with the passing of Jane Jacobs.*

Her recipe for a great neighborhood:

*"Four basic recommendations for creating municipal diversity:*

- 1. a street or district must serve several primary functions,*
- 2. Blocks must be short,*
- 3. Buildings must vary in age, condition, and use, and*
- 4. population must be dense."*

David has been working with Pulte Homes to design a project for the site of the street-deadening San Francisco Tennis Club (5th and Brannan). The proposal is still being crafted, but it will most likely include a way to break up the super-block, a rich mix of uses, and a design which avoids a bulky mass. And it will bring life to this spot, just a block from the Caltrain Station and the new 3rd Street Light Rail. We have been following closely the work of the Western SOMA Citizens Planning Task Force, established by the Board of Supervisors to establish zoning goals responsive to that very special part of the City.