



PROWLER, Inc.

Home	News	Government & Community Relations	Project Management	Quotes	Client List	Contact
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NEWS FROM PROWLER, INC.

Issue #5 - Winter 2007

Prowler, Inc. is in its eighth year of helping developers and public agencies with development and planning challenges. Please enjoy this, the fifth issue of the newsletter, check out the website at www.prowler.org, and keep in touch at info@prowler.org.

IN THIS ISSUE

- > San Francisco State Hires Prowler, Inc.
- > Canyon Market Opens in Glen Park
- > Form Foils Function article
- > Prowler at SPUR
- > San Francisco's Economy
- > Pop Quiz #3
- > Armory Building - New Use
- > Past Issues of Prowler News

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>> SAN FRANCISCO STATE UNIVERSITY BRINGS PROWLER, INC. ON BOARD



With 29,000 students and a world-class reputation, San Francisco State University is a big player in town. The University is committed to playing a leadership role in the future of San Francisco's economy - and preparing our residents for a global marketplace. To help develop options on how best to achieve that goal, SF State has hired Prowler, Inc to lead an effort to explore the feasibility of a satellite campus, bringing the opportunities afforded by a quality education out into the community. Right now we're looking at what the program would look like and talking to partners in industry and City Hall to arrive at the best fit. Stay tuned.

- Each year SF State graduates about 8,000 students - and 80% of them stay in the Bay Area.
- Their College of Business awards more business degrees than Stanford, UC Berkeley, and USF - combined.
- *Entertainment Weekly* ranks SF State as "one of the nation's top film schools"
- It's number 1 in the U.S. for grants for biological and physical sciences.
- SF State has more international students than any other masters degree granting institution in the U.S.
- And, their acclaimed MBA, Executive MBA, and School of Extended Learning programs have recently moved to the 5th and 6th floors of the Westfield Center.

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>> CANYON MARKET OPENS IN GLEN PARK



We're happy to see that Canyon Market has opened in the Glen Park Marketplace. David Prowler was the initial developer of the project. He assembled the site, negotiated sales to a grocer and the Library, and got all project entitlements before the project was sold to a builder.

Approval of that project was tough (see "How to turn a parking lot into apartments, a library, and a grocery store, the hard way"). But it was worth it.

This from the Glen Park News:

"There [is] s new life in the neighborhood - from early cappuccino drinkers at 7 a.m. to a giddy crowd at 7 pm. (Well, I was giddy!) Vegetables! Fruit! All kinds of fresh breads! Interesting wines! Fish on ice! Beef for carnivores! Salads for vegetarians! Aisles I haven't even studied yet!

But this milestone is not just the merchandise on the shelves, it is the crowds and lights returning to the street, the neighborhood folks and commuters stopping and looking and greeting each other on their rounds."

On top of that, the owners report that most of the 35 store employees will be residents of the neighborhood. And coming this summer: the opening of the branch library above the market. (To help out with the Library, contact the **Friends of the Library** at <http://www.sfpl.org>).

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"...disturbingly accurate"

"Disturbingly Accurate"

That's what the *San Francisco Examiner* called David Prowler's piece in the January SPUR newsletter, **Form Foils Function: How our process prevents real planning and what we can do about it.** ([Click here to read the SPUR piece](#) -- and [click here for the Examiner editorial](#))

The essay identifies some underlying causes of San Francisco's planning paralysis and offers suggestions for addressing these issues. The background for the thoughts in the piece comes from David's experience as "a thirty year veteran of the city's planning wars" (*San Francisco Magazine*, February 2007 issue).

David has been invited to lead a discussion with the staff of the San Francisco Planning Department on ways to improve planning in San Francisco. It should be a lively session and a good chance for new ideas to flow.

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>> DAVID PROWLER SPEAKS AT SPUR



A standing-room-only crowd came to SPUR in early January to learn more about some of the tools available to make public participation truly meaningful. David had convened the panel to show just some of the arsenal of tools to engage citizens in public decision making.

Dana Cho of Ideo presented their work in Kansas City. There, they learned that a district was intensely used by churchgoers on Sunday morning only, so to support that experience they proposed brunch-serving restaurants - and hat stores. The idea: craft the neighborhood to how people actually use it.

Ashley Boyd showed how in Maine and NYC, for example, Americaspeaks (www.americaspeaks.org) has engaged thousands of people in shaping public policy - in all-day sessions, organized in small groups with their thoughts tabulated on the spot and posted for discussion.

David showed some web-based approaches. Check out www.kitchendemocracy.org to learn about how Berkeley and Kensington engage the public. Visit www.nyc.gov/html/planyc2030 to see how New York City solicits ideas from residents.

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>> IMPORTANT NEWS ABOUT CITY'S ECONOMY



With the passage of Proposition I in November 2004 the voters mandated preparation of an economic strategy for the City. The Mayor's Office has hired a firm called ICF International to craft that plan. In mid- January, Ted Egan of ICF presented some initial findings to the Board of Supervisors Land Use Committee.

We were surprised by some of the findings and believe that they have important implications as we plan and grow the city.

- Small entrepreneurial start-ups do well here. Then they leave.
- Of major American cities, only New York and Boston have greater class disparity than San Francisco. We are a city of rich and poor.
- Between 2000 and 2004, we lost nearly 80,000 residents, 10% of our population,
 - Moving out: lower incomes, young and old, larger households.
 - Arriving: smaller households, larger incomes, 20-34 year olds, immigrants for other countries.
- More San Franciscans (40%) are foreign-born than were born in all of California. *Percentage born in SF?* ICF estimates 15-20% at the most.
- Almost half of our households speak a foreign language at home.
- Dot com growth didn't come at the expense of blue collar jobs; they rose and sank in tandem.

To learn more about the economic study, go to http://www.sfgov.org/site/economic_index.asp.

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>> POP QUIZ #3



San Francisco's planning and development environment changes rapidly. How well are you keeping up? Take the quiz to see:

1: Who said: "It's the older progressives who are 'slow growth'. I saw *An Inconvenient Truth* and I know that to address global warming we need dense housing near transit."?

- A: Supervisor Chris Daly
- B: Gabe Metcalf, of SPUR
- C: Oakland Mayor Ron Dellums
- D: Attorney Sue Hestor

Answer: --- A.

2: David Prowler is president of the Board of HPP: *The Homeless Prenatal Program*. At the parents' suggestion, donations are pouring in in honor of whose newborn?

- A: Supervisor Bevan Dufty
- B: Singer Melissa Etheridge
- C: Brad Pitt and Angelina Jolie
- D: Supervisor Michela Alioto-Pier

Answer: --- B.

(PS: you can donate too, at www.homelessprenatal.org)

3: Which one didn't graduate from San Francisco State?

- A: Danny Glover
- B: Ed Asner
- C: David Carradine
- D: Anne Rice



Answer: --- B.

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>> SAN FRANCISCO ARMORY BUILDING

After decades of debate about housing, server farm, and office use, the Mission Armory has a new use. This report from neighbor and outreach consultant Lynn Valente:



"It is the new home of *kink.com* where fetish movies will be filmed-and other things. Of course it is across from the sex club the *Power Exchange*...So now in my 'hood you can choose your weed from one of the three clubs (one on each of three blocks), check out a dungeon, and then round the evening off with a "massage" at the *Palm Tree* (featured in the movie *I am a sex addict*). All this without one community planning workshop!"