



PROWLER, Inc.

PROWLER NEWS

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Prowler, Inc. is now in its ninth year of assisting owners and developers, non-profits, and public agencies with development and planning challenges. From time to time we publish this newsletter to let friends know about our activities and how we are helping our clients. It's a good way to share our thoughts on some public policy questions - and a fun way to keep in touch. We hope you find it useful and thought-provoking. We welcome your feedback [click here]. And check out the website, at www.prowler.org.

IN THIS ISSUE

- > The Power of Partnerships
- > Booker T. Washington Center
- > Grand Openings
- > Pop Quiz
- > Remembering Jane Jacobs and Jack Davis
- > Provocative
- > Past Issues of Prowler News

PARTNERSHIPS are POWERFUL

>> THE POWER OF PARTNERSHIPS

Looking around at the most important changes in the San Francisco landscape of the past decades, we realized a not-so-obvious common thread. They're all the fruits of partnerships. People coming together from different places to achieve a common goal. Everybody gets some of what they want but nobody seems to get everything they wanted.

Sometimes it's the City and private developers, or a non-profit and a for-profit, or very complex combinations of these plus others. They put aside their differences to move forward together—and we all get something great at the end of the day.

Here's a good current example:

AF EVANS DEVELOPMENT AND THE BOOKER T. WASHINGTON COMMUNITY CENTER: Market rate condos bring affordable housing, community center, youth radio and new homes for former foster kids.

The last issue of Prowler News had a piece about the market rate housing planned for the block of Pine Street between Van Ness and Franklin Streets. The site, between the Van Ness Holiday Inn and the San Francisco Towers senior housing, will contain about 282 condos in a pair of towers with a mini-park in front. AF Evans Development is the sponsor, RREEF is the financier, and Prowler, Inc. is leading the effort to gain City approvals.

Evans has a history of creative development and of working hard to ensure that their efforts result in a legacy. Whether it's senior housing, workforce housing, historic preservation, affordable housing or even transitional housing for women leaving prison, they have a record any developer—for-profit or non-profit—would be proud of.

The **Booker T. Washington Center** was built in 1923 to serve the City's African American community, particularly vets returning from serving the nation in World War I. The Center offers field trips, homework help, computer literacy classes, dance and arts and crafts programs. For seniors there are scheduled dinners and movie nights.



Kids program at the Booker T. Washington Community Center

But the programs are busting out of the old building and the Center leadership has decided to replace it - and to realize the potential of the site to house not just families but also a very special group: foster kids who are becoming adults and going off on their own. Around San Francisco, 200 kids graduate from foster care a year. Nationally, 40 - 50% become homeless within 18 months. (To learn more about these kids, visit www.heysf.org)

The condos at Pine and Franklin are linked to the revitalization of the Booker T. Washington Community Center. Once the Pine and Franklin project is underway, funds will be available for the aging Booker T. Washington Center to be replaced with a brand new gymnasium, 45 units of affordable housing, kitchen, a youth radio station, and offices for the Center.

Of the affordable units 12 will be for the former foster kids, along with space for staff to help them live on their own. AF Evans will serve as the developer of the new Center, at Post and Presidio, and fund the new affordable housing above the Center as well as the gym.

Both the Center and the Pine and Franklin housing are making their ways to the Planning Commission and the Board of Supervisors for approval later this year. If you'd like to know more or to help make them a reality, let us know at info@prowler.org.

Grand OPENINGS

>> OPENINGS: GLEN PARK & ONE RINCON

The best part of our work isn't all the meetings we get to go to. It's seeing the fruits of our labor. It's visiting the spaces that result. Whether it's a retrofitted unreinforced masonry building, the Ballpark, UCSF at Mission Bay or any of hundreds of buildings David Prowler voted to approve as a Planning Commissioner, he gets to do that a lot.

Two new ones just came on line: The **Glen Park Library** (David was the developer of this popular mixed-use project) and **One Rincon Hill**.

Here are some photographs:



"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."

Michael Kriozere,
Owner and Developer, Urban West Associates



Faces in the crowd at the opening of the Glen Park Library

>> REMEMBERING...JANE JACOBS and JACK DAVIS

In a previous edition of this newsletter, we saluted the late **Jane Jacobs** and listed her simple recipe for "four key qualities of healthy, vibrant cities":

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."



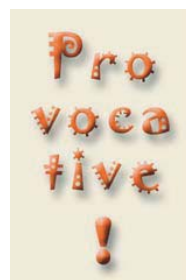
If you haven't read her great book, "The Death and Life of Great American Cities", you can get a taste of her ideas in this [recent article](#) from the *New York Times* reviewing a show about her at NYC' Municipal Art Society

The article credits Jacobs with "expanding our understanding with her meticulous and generous imagination". She "put her faith in the chaos of urban life, in diversity, in people - the grocery store owner, the young mother, the child playing in the street, the watchful busybodies leaning out of their windows." (The review does point out some issues raised by her approach too: "Even the community activism being heralded here needs a larger context. Despite their achievements, there are times when community groups may have too parochial a vision to be taken as guides to a city's future.")

She celebrated the "spontaneous and the untidy" and we should celebrate her.



Closer to home, San Francisco just lost a champion. Jack Davis was Director of the South of Market Cultural Center and before that Intersection for the Arts. A Mission Creek houseboat resident, he was a key player in the community involvement which shaped the Mission Bay plan. To learn more about this true hero, [click here](#).



That's the word from the Association for Community Design about David Prowler's SPUR piece, "Form Foils Function", a look at what's broken in the world of planning and land use decision-making in San Francisco (and some proposed fixes). They reprinted the article on their web page.

Curbed.com called it "well-considered," The California Council of the American Institute of Architects ran it in their most recent magazine, and it is quoted in the October issue of *Urban Land*, the magazine of the Urban Land Institute. To read it, [click here](#).

Your thoughts? Send them over to info@proowler.org.



1: A recent study shows that new college grads are more likely to pick where they want to live first, and then look there for a job. Fully 65% of respondents said that's how they choose. What they are looking for is places that are "safe, clean, and green". 14 cities in the US have gained more recent college grads to in-migration than they have lost to out-migration.

TRUE or FALSE — San Francisco Ranks #1.

2. In July, one buyer bought up every available San Francisco rental apartment house of ten or more units, adding to a portfolio approaching 7,500 units (that's 25% more units than will ever be in Mission Bay and more than are owned by the Housing Authority). Who is it?

- A. Dr. Evil
 - B. The Academy of Art College
 - C. Angelo Sangiacamo
 - D. The Lembi family.
-

3: One of the primary goals of the Eastern Neighborhood Plans is to ensure that there is enough space for jobs for San Franciscans without college degrees. (That's about half of our working population.) The Planners call these uses "PDR", which stands for "Production, Distribution, and Repair". In most of the 2,200-acre Eastern Neighborhoods, PDR is encouraged and new office use above 5,000 feet is banned.

From the following list, which are *NOT* permitted as PDR:

- 1. Architects
 - 2. Multi-media
 - 3. Information technology
 - 4. Web design
 - 5. Software development
 - 6. Computer-based technology
 - 7. Kennels
-

4: "The Potrero" is a new market rate project at the base of Potrero Hill, featuring a Whole Foods store. According to the Mark Company, one of the following is FALSE

- A. 50% are 25 to 35 years old
 - B. 60% are registered Republicans
 - C. 75% are unmarried
 - D. 75% of the buyers already have been living in San Francisco.
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5: How long could you run the City of Oakland for what the U.S. government has spent to date on the Iraq War?

— ANSWERS BELOW —

ANSWERS:

1. FALSE — We aren't even among the 14.

2. D. — the "controversial San Francisco apartment kingpins Frank and Walter Lembi" (*SF Business Times*, September 14, 2007)

3. 1,2,3,4,5,6 — All but kennels on this list are considered Office uses and discouraged.

4. B. — Most are young, not married, and already San Franciscans. One Rincon Hill is having a similar experience. 36% of buyers already live in the City and of those a surprising 50% reside in South of Market, Potrero Hill or South Beach. 86% of purchasers come from the Bay Area.

5. Over four centuries. — To date, the Iraq War has cost \$462.7 billion. Oakland's annual budget is just over a \$1.0 billion.

For more information regarding any of the above, please contact: info@proowler.org, or call 415.544.0445