



City of South San Francisco Old Firehouse Development

Statement of Qualifications | November 14, 2017



F H L W
FIREHOUSE
LIVE WORK

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FIREHOUSE
LIVE WORK

14 November 2017

CITY OF SOUTH SAN FRANCISCO: City Hall
Economic Development and Housing Division
400 Grand Avenue
South San Francisco, CA 94080

Re: Acquisition and Development of 201 Baden Ave Old Firehouse
FHLW FIREHOUSE LIVE WORK

Dear Members of the Selection Committees:

Fire House Live Work (FHLW) is excited to submit this Statement of Qualifications for the purchase and redevelopment of the old decommissioned fire house at 201 Baden Avenue, South San Francisco. FHLW is a joint collaboration of Group 4 and Lawlor Land Use / Palisade Builders, a mixed-use developer and builder.

Group 4 is a successful architectural firm that has been in South San Francisco for over four decades. We have a growing national practice and a proven track record of successfully transforming South San Francisco historic resources into 21st Century workplaces that celebrate the unique character and history of our City. Group 4 is one of the two largest architectural firms in San Mateo County and is continuing to expand on all fronts - our business, our markets and our employees. We have been searching for a new larger home for over three years and we have a strong preference for staying in SSF.

Lawlor Land Use (LLU) has built over 300 units in Santa Cruz, and has two major downtown Santa Cruz projects underway. G4 and LLU have been collaborating for years on mixed-use projects and looking forward to continuing our successful collaborations. Palisade Builders has a proven track record of delivering high quality landmark residential projects.

Our vision for Fire House Live Work preserves one of the last remaining historic resources in our rapidly transforming downtown – our project will help make the downtown more attractive, unique and a more desirable place to both live and work.

The existing fire house is a valuable community asset that should be celebrated and preserved. Our proposed project will ensure that the history and character of SSF is retained while providing valuable workspace and daytime work force that support our flourishing downtown merchants. We have heard stories from long time SSF residents regarding the existing fire house and the firemen who worked there, and the value and our purpose for retaining the building has been substantiated in their recollections. We see the hose tower as an opportunity to commission a mural honoring South San Francisco's First Responders of the past, present and future.

211 LINDEN AVENUE
SOUTH SAN FRANCISCO
CALIFORNIA 94080
650.871.0709

To support city development goals and to increase value to the City we have improved upon earlier development concepts to **increase retail opportunities** and **increase the number of housing units**- including **family sized units** that will add to the new mix of housing stock currently underway. Responding to the need and value of providing a variety of housing unit types the proposed housing creates a balance of options for our residents.

In Section 2 of this SOQ we show our updated development concept, including plans, views and an artist illustration of what the redevelopment of the fire house and new housing will look like and are excited about the many opportunities this project has to enhance the downtown.

In Section 3 and 4 we describe our development team and experience, in Section 5 an outline of our support and approach to prevailing wages, and in Section 6 our references.

We are prepared to move forward to Phase 2 of the selection process, submit a price offer and be interviewed by a selection panel with the goal of being designated by the City as the preferred development team. We will then enter into the Exclusive Negotiating Rights Agreement (ENRA) with City and refine the proposal and purchase terms with the goal of implementing the project and beginning occupancy of the completed project within a year.

We believe that our proposed development concept offers the City the optimal balance of an improved downtown, preserved historic resource, and significant financial benefits to the City.

Sincerely,



Dawn Merkes



Owen Lawlor

DM/mm

Dawn Merkes, Fire House Work, LLC member, will be the primary contact and can be reached at 650-871-0709 and dmerkes@g4arch.com. She will coordinate the full team including Fire House Live, LLC member, Owen Lawlor and the other design, technical, and investor members of the project team.



PROJECT DESCRIPTION

Our development proposal for the Firehouse Live Work project is an ideal mix of office, retail, and housing assembled in the optimal balance of historic preservation and new construction. The project proposes the comprehensive adaptive reuse of the Old Firehouse and the construction of apartments and retail around the firehouse on the former tarmac.

FIREHOUSE WORK

The Old Firehouse will be fully refurbished and adaptively reused for commercial uses. The existing one story administrative wing and the original front fire apparatus bays will serve retail uses or office uses or a combination of both. The upper level living quarters will make an ideal office space. Group 4 intends to be the primary tenant and to meet the firm's growing space needs, there will be additional room to grow. Additional/common spaces may be developed as a co-working suite where shared flexible resources such as meeting/conference rooms, collaboration spaces, kitchen, and lounge spaces are accessible to Group 4 and other small businesses, startups, and entrepreneurs.

FIREHOUSE LIVE

Accessed off Baden, a secure common residential courtyard gives access to the elevator and stair lobby. A private garage and secure enclosed bicycle parking area are also on the ground floor. From the second to fourth floors will be residential units – with between 18-24 units total depending on the mix of 2 bedroom, 1 bedroom, and studio apartments. Apartments will have private balconies and high quality kitchens and baths. A Baden Avenue-facing retail space will also be provided complementing the ground floor uses and activating the sidewalk.

PARKING

All parking and vehicular services will be accessed off Second Lane, reducing existing curb cuts on Baden which would improve smooth flowing of traffic along Baden. The Firehouse Work uses will be served by tandem spaces accessed behind the firehouse. Firehouse Live residents will have a secured garage for the housing that will utilize at-grade level spaces as well as hydraulic lifts to make up the balance of parking needs. These parking strategies have a proven track record with similar transit oriented development. Many Group 4 employees presently use bicycle and public transit options which will only increase for new office and residential uses with the closer proximity to the Caltrain station and its upcoming improvements. Electric Vehicle charging stations will likely be provided.

PROJECT SUMMARY

	FIREHOUSE WORK	FIREHOUSE LIVE
Commercial Office/Retail	~9,200 SF gross rentable area	~630 SF gross rentable area
Residential	-	~19,300 gross area ~18-24 units depending on mix
Parking	~13 spaces including 1 ADA	~29 spaces including 1 ADA

See 11x17 format drawings at the end of this Statement of Qualifications.

PRESERVING AN IMPORTANT PIECE OF SOUTH CITY HERITAGE

STRATEGY

The Old Firehouse, while not presently on the historic register, is most certainly an important and likely eligible historic resource. Its handsome Art Deco design gets its architectural value from its composition of building forms that reflected its function as a firehouse. A one-story portion contained the administration and public access. A two-story portion had firefighter living quarters immediately above the fire engines accessed by two fire poles. Between them is a four-story hose drying tower and stair, topped by a radio aerial tower that together give the building its iconic character. The horizontal banding and modern windows framed with ribbed concrete accents give it a distinct civic quality.

While the RFP suggests that preserving only the façade may be considered, demolishing the original building forms would definitely destroy the building's distinctive and contributing architectural character, and would be a significant loss in historic value.

Our proposal is to restore and enhance the original character and bring the building up to 21st century standards with seismic upgrades and all new building systems. The new housing and retail around the Old Firehouse will be complementary with referential architectural details and a more subdued color scheme that leave the Old Firehouse to be visually distinct.

THE ROLE OF HISTORIC PRESERVATION IN CREATING A DISTINCTIVE SOUTH SAN FRANCISCO EXPERIENCE

While South San Francisco continues to grow and welcome new development, we should also acknowledge our many cherished historic buildings and the potential they hold as economic incubators and cultural ambassadors. The benefits of preserving, adapting, and reusing our heritage buildings are many. Imbued with history, memories, and character, these buildings span past and future. They are popular among businesses, residents, and communities who yearn for a distinctive South City experience.

Here are some quotes from Stephanie Meeks, CEO of the National Trust for Historic Preservation and the author of a new book, *The Past and Future City: How Historic Preservation Is Reviving America's Communities*. Interviewed by Kai Ryssdal on NPR's Marketplace national radio show:

- "As millennials and empty nesters move back into cities, they're flocking to neighborhoods with historic buildings. People want more authenticity in their lives, in what they wear, in what they eat and in the kind of places they live. That's the kind of authenticity that historic buildings can bring to a city."
- "It takes progressive public policy in order to make sure that our cities continue to work for everyone."
- "Historic buildings are great incubators for small businesses and play an important role for women- and minority-owned businesses."

- We understand that historic buildings need to evolve over time and meet the needs of their community.”
- “If something gets torn down, it’s gone. And that’s why we advocate that demolition should always be the option of last resort.”

Group 4 has been integrally involved in South San Francisco’s historic architecture for decades.

- **City Hall** is the grand dame of local historic resources, and is a Group 4 modernization.
- **Grand Ave Carnegie Library:** Group 4 designed two major renovations of the library.
- **Bank of South San Francisco** building was Group 4’s home for over two decades and we had hoped to purchase and restore that building 15 years ago.
- **The Royal Theater**, South City’s original silent picture movie house has seen many uses over its nearly 100 year history – most recently purchased and renovated as Group 4’s current home.
- **Magnolia Senior Center** was a Group 4 adaptive reuse design.
- **201 Baden – Old Firehouse:** *Group 4’s next SSF Historic project as developer and architect.*

CITY VISION

The Downtown Station Area Specific Plan focuses on the following priorities for the revitalization of the downtown and our proposed project will meet these goals as described below:

CITY VISION	FIREHOUSE LIVE WORK PROPOSAL
Revitalize Downtown SSF to be a vibrant and successful community resource and source of local pride.	Distinct architectural character will be a beloved source of local identity and pride.
Promote new residential, mixed use and employment uses so as to add a “critical mass” of business patrons and residents to the Downtown, while maintaining a scale and character that is complementary.	New workforce, residents and retail opportunities will add to the critical mass of Downtown. The varied scale of the Old Firehouse and new housing will complement the other new development while still being sensitive to the adjacent residential neighborhood.
Focus new improvements on Grand Ave, protect the local fabric.	The firehouse will be visible on-axis down Cypress Avenue, making Baden an integral part of the Grand Avenue anchored Downtown. The varied scale of this project will be a relief to the height and bulk of other recent developments that will protect the local fabric.
Improve pedestrian and bicycle connections.	Already the primary tenant, Group 4 employees are heavy bicycle, public transit, and electric vehicle users and this will only be enhanced. Protected bicycle storage will further encourage ridership amongst new residents.
Ensure the build out advances the social, cultural, environmental, and physical goals of the community and provides community benefits that address needs of existing and future Downtown residents.	New Firehouse Live Work residents, daytime employees, and retail opportunities will continue to strengthen Downtown for today and into the future.

Avoiding Poorly Balanced Development

Building up to the maximum height or density would loom over the adjacent residential neighborhood and diminish the rich and attractive character of Downtown. The Firehouse Live Work project strikes the optimal balance required to support Downtown life while being a good neighbor.

PROPOSED DEVELOPMENT PROCESS AND SCHEDULE

DEVELOPMENT PROCESS

After Phase 2 of the selection process and upon entering into an Exclusive Negotiating Rights Agreement (ENRA) with City, the Firehouse Live Work team will work to complete the due diligence investigations, refine the project design, and refine the purchase terms with the goal of beginning construction as soon as possible, with occupancy of the Firehouse in less than six months of closing and the housing within another twelve months.

The steps anticipated include but are not limited to:

(a) Work with the City to redraw parcel boundaries for the Commercial Parcel and the Residential Parcel as separate legal parcels by lot-line adjustment or lot split of the existing legal parcels comprising the Property.

(b) Obtain zoning, design and other approvals from the City as required for rehabilitation and improvement of the existing firehouse structure and the Commercial Parcel for commercial office use (the "Commercial Project").

(c) Obtain zoning, design and other approvals from the City as required for improvement of the Residential Parcel with a multifamily residential structure containing 18 to 24 units plus retail space (the "Residential Project").

(d) Closing of Buyers' purchase of the Property will occur within 45 days after granting of all required approvals on terms agreeable to both the City and Buyers and expiration of applicable appeals periods without filing of any appeal.



DEVELOPMENT TEAM

Firehouse Live Work (FHLW) is a joint collaboration of Group 4 Architecture Research + Planning, Inc., Lawlor LandUse, and Palisade Builders, Inc. Group 4 and LLU have been collaborating for years on mixed-use projects and looking forward to continuing their successful collaborations. Lawlor LandUse and Palisade Builders have collaborated on multiple projects for over 245 units and have multiple projects in various stages of planning and development.

The purchasers and developers will be organized as the following two business entities:

Firehouse Work, LLC ("FHW"),

a limited liability company to be formed by the principals of Group 4 Architecture, Dawn Merkes, David Schnee, Jonathan Hartman, and Andrea Gifford (the "FHW Members"). Resumes follow.

Dawn Merkes will be the primary contact for both the combined FHLW team and the FHW development component.

Dawn Merkes, member Firehouse Work
211 Linden Avenue, South San Francisco, CA
94080 dmerkes@g4arch.com 650-871-0709

Firehouse Live, LLC ("FHL"),

a limited liability company to be formed by Lawlor LandUse, Owen Lawlor and David Ross, owner of Palisade Builders, Inc. (the "FHL Members"). Resumes follow.

Owen Lawlor will be the primary contact for the FHL component

Owen Lawlor, member Firehouse Live
612 Spring St, Santa Cruz, CA 95060
owen@lawlorlanduse.com (831) 457-1331

FIREHOUSE WORK

Firehouse Work members are all principals at Group 4 Architecture, Research + Planning, Inc. Group 4 is a successful architectural firm that has been in South San Francisco for over four decades. They have a growing national practice and a proven track record of successfully transforming South San Francisco historic resources into 21st Century civic and commercial workplaces that celebrate the unique character and history of the City. Group 4 is one of the two largest architectural firms in San Mateo County and is growing in markets, business volume, and company size.

Group 4 will be the primary tenant of the commercial portion of the project. Group 4 has been looking for a new larger home for over two years and has a strong desire to stay in SSF Downtown if at all possible.

The Royal Theater Group, an LLC composed of Group 4 principals Dawn Merkes and David Schnee was formed in 2002 to purchase, develop, and manage the adaptive reuse of the historic silent picture movie house at 211 Linden Avenue as commercial office space. This distinctive brick and timber property will be leased to a new tenant, bringing new business tenants to the heart of South City Downtown.

Group 4 will be the Architect of Record for the firehouse adaptive reuse portion of the project. An experienced team of structural, civil, mechanical, electrical, and plumbing engineers will be subconsultants to Group 4.

Financing

The Firehouse Work portion of the development will be financed by private equity of the FHW LLC members and also through the federal Small Business Administration (SBA) programs for owner occupied small businesses (see Section 7 for letters from potential lenders).

FIREHOUSE LIVE

Lawlor LandUse (LLU) has built over 300 units in Santa Cruz, and has two major downtown Santa Cruz projects underway. They have just received entitlements and strong community support for a new multi-family development in Moss Beach.

Doug Ross and Palisade Builders have been building in the greater San Francisco area for over 25 years. Over that time, they have constructed a diversified portfolio consisting of commercial, retail, historic building renovation projects, and multiple forms of housing with over 12,000 units built.

Jon Worden Architects (JWA) of Healdsburg, CA will be the Architect of Record for the residential mixed use portion of the project. JWA has a proven track record of successful mixed use projects and has designed the Esprit Park and 800 High Street projects for Palisade Builders. An experienced team of structural, civil, mechanical, electrical, and plumbing engineers will be subconsultants to JWA.

Financing

The Firehouse Live portion of the development will be financed by private equity of the FHL LLC members, other investors and also through private commercial lending. (see Section 7 for letters from potential lenders).



INTRODUCTION TO GROUP 4 FIREHOUSE WORK ARCHITECT

Group 4 Architecture, Research + Planning, Inc., is a full-service architecture firm dedicated to creating vibrant places that cultivate dynamic communities. For more than four decades, our inspired and talented staff has provided quality services to public and private clients and the cities, districts, and neighborhoods they serve. Our distinctly inclusive design process engages diverse public, city, and stakeholder groups in shaping the future of their communities.

Exceeding our clients' expectations and designing facilities that create and communicate a vision for their communities are key reasons behind the success of our projects and the fact that more than half of our business is for repeat clients. Group 4's priorities of excellence in planning and design result in many long-term relationships with our clients.

Our staff includes planners, architects, interior designers, and technical and construction support specialists. We are active in professional organizations such as the American Institute of Architects and the Environmental Design Research Association. Most of our professional staff are LEED accredited.



G R O U P 4
A R C H I T E C T U R E
R E S E A R C H +
P L A N N I N G , I N C



Dawn Merkes

DAWN MERKES AIA LEED
FIREHOUSE WORK, LLC, MEMBER

Award-winning architect Dawn Merkes has excellent experience planning and designing a wide range of projects for public clients. As a member of the Royal Theater Group, LLC, Dawn successfully acquired and redeveloped South San Francisco's historic Royal Theater into a downtown office.

The foundation for the success of Dawn's projects is her commitment to active communication with client project management at every project phase. She is highly skilled at helping clients build the foundation for successful projects through pre-design services including initial assessments, feasibility studies, master planning, comprehensive project budgeting, implementation planning, and funding strategies. Dawn's design projects are characterized by a high degree of functionality and operational efficiency, and excellent budget and schedule performance. Her projects have won honors at the local and national levels for design excellence and community impact.

EDUCATION AND REGISTRATION

Bachelor of Architecture, Montana State University, Bozeman
Registered Architect, State of California, C24206
LEED Accredited Professional BD+C

REPRESENTATIVE PROJECTS

- *Royal Theater Group, LLC Member – 211 Linden Adaptive Reuse*
- *South San Francisco Measure W Facilities Planning*
- *South San Francisco Library + Community Center Programming*
- *South San Francisco Conference Center*
- *Scotts Valley Library adaptive reuse*
- *Milpitas Public Library adaptive reuse*
- *Palo Alto Library Facilities Planning*
- *Palo Alto Mitchell Park Library + Community Center*
- *Palo Alto Rinconada (Main) Library*
- *Palo Alto Downtown Library*
- *Daly City Libraries Master Planning*
- *Woodside Library*
- *Menlo Park City Hall*
- *Burlingame Recreation Center*
- *San Mateo Recreation Facilities Master Plan*

DAVID SCHNEE AIA LEED
FIREHOUSE WORK, LLC, MEMBER

David Schnee is a recognized leader in the planning and design of innovative, technology-oriented, sustainable, and beautiful public architecture. As a member of the Royal Theater Group, LLC, David successfully acquired and redeveloped South San Francisco's historic Royal Theater into a downtown office.

David's designs are as diverse as the clients he serves, as each project reflects and celebrates unique qualities of site, program, and community. In each he artistically combines space and light with a keen sensitivity to how people use and experience their environments. He has been incorporating sustainable practices into his projects for more than 25 years including more than a dozen LEED projects to date.

His approach to planning and architectural projects is highly collaborative, creative, and solution-oriented. David is one of the top public meeting facilitators in the Bay Area, and was chosen by San Francisco to lead the public outreach process for the design of the Harvey Milk Memorial Plaza.



David Schnee

EDUCATION AND REGISTRATION

Master of Architecture/City Planning, UC Berkeley

Bachelor of Architecture, Cornell University

Program in Environmental Design, Harvard GSD

Registered Architect, State of California, C27893

LEED Accredited Professional BD+C

REPRESENTATIVE PROJECTS

- *Royal Theater Group, LLC Member – 211 Linden Adaptive Reuse*
- *Oyster Point Marina Plaza Seismic & Accessibility Upgrades*
- *South San Francisco Caltrain Relocation Study*
- *Santa Cruz METRO Pacific Station mixed use*
- *San Pablo Library adaptive reuse*
- *Pleasanton Firehouse Arts Center adaptive reuse*
- *Scotts Valley Library adaptive reuse*
- *Milpitas Library adaptive reuse*
- *Chula Vista Public Library Otay Ranch Branch conversion*
- *Contra Costa Water District Center Bldg. modernization*
- *Santa Clara Valley Water Dist. Winfield Campus renovation*
- *Dayton, OH, Main Library renovation and expansion*
- *Palo Alto Mitchell Park Center*
- *San Lorenzo Library renovation + expansion*
- *San Francisco Ingleside Branch Library*



Jonathan Hartman

JONATHAN HARTMAN RA LEED
FIREHOUSE WORK, LLC, MEMBER

Jonathan Hartman leads Group 4's technical design and construction administration team, helping clients and designers evaluate and incorporate innovative and proven architectural strategies.

Jonathan's projects are characterized by excellent budget and schedule performance, and he builds effective and collaborative partnerships with consultant and construction teams. He has also managed projects with innovative and complex sustainable design elements, such as the multiple award-winning LEED-NC Gold Roosevelt Community Center in San Jose and the LEED-NC Platinum Mitchell Park Community Center in Palo Alto.

Jonathan is currently leading the sustainable renovation of 1950s-era Building 19 for Skyline Community College in San Bruno.

EDUCATION AND REGISTRATION

Master of Architecture, University of California, Berkeley

Bachelor of Architecture, Cal Poly Pomona

Registered Architect, State of California, C30361

LEED Accredited Professional BD+C

REPRESENTATIVE PROJECTS

- 211 Linden Ave. Tenant Improvements, So. San Francisco
- Oyster Point Marina Plaza Seismic & Accessibility Upgrades
- San Jose Environmental Innovation Center adaptive reuse
- Contra Costa Water District Center Bldg. modernization
- Santa Clara Valley Water Dist. Winfield Campus renovation
- Burlingame Community Center
- San Mateo Community College District Skyline B19 Renovation
- San Mateo Community College District On-Call
- Palo Alto Mitchell Park Library + Community Center
- Palo Alto Rinconada Library
- Palo Alto Downtown Library
- San Jose Environmental Innovation Center
- Santa Cruz Public Libraries Facilities Condition Assessments
- Carlsbad Dove and Georgina Cole Library renovations

ANDREA GIFFORD RA LEED
FIREHOUSE WORK, LLC, MEMBER

Group 4 Principal Andrea Gifford is instrumental in the transformation of projects from architectural vision to articulated buildings aligned with client and community goals. Andrea has a keen understanding of functional building use, fluid user circulation, and simple aesthetic design solutions. She has developed unique and elegant designs for many award-winning projects, including the Mitchell Park Center in Palo Alto and the West Sacramento Community Center.

Andrea excels at working with staff, stakeholders, and community members of all ages.

EDUCATION AND REGISTRATION

Bachelor of Science, Architectural Studies, University of Illinois, Urbana-Champaign
Registered Architect, State of California, C32830
LEED Accredited Professional ID+C

REPRESENTATIVE PROJECTS

- *South San Francisco City Hall Annex*
- *South San Francisco Grand Ave Library renovation*
- *South San Francisco Main Library Interiors*
- *Milpitas Public Library adaptive reuse*
- *Scotts Valley Library adaptive reuse*
- *Chula Vista Public Library Otay Ranch Branch conversion*
- *Santa Clara County 70 W. Hedding 7th & 9th Flr. Space Planning*
- *Delta Diablo Water District Administrative Space Planning*
- *San Mateo County Library Administrative Office Interiors*
- *Santa Clara County Berger Campus Space Feasibility Study*
- *Santa Clara County Department of Revenue Programming*
- *San Mateo County Library Administrative Office Interiors*
- *Millbrae Community Center*
- *Woodside Library*
- *Palo Alto Mitchell Park Library + Community Center*
- *Palo Alto Rinconada (Main) Library*
- *Palo Alto Downtown Library*
- *Brookfield Boulevard Recreation Center, Dublin, CA*
- *San Jose Environmental Innovation Center*
- *Carlsbad Dove and Georgina Cole Library renovations*



Andrea Gifford



OWEN LAWLOR, LAWLOR LANDUSE
FIREHOUSE LIVE, LLC, MEMBER

PROFESSIONAL EXPERIENCE

2013 - Present – Managing Member

SC RiverFrontLLC, LHH Partners, LLC, Moss Beach Associates, LLC

2002-Present – Principal, Lawlor LandUse

Present Land Use & Real Estate Development Consulting/Brokerage Services

Provide Land Use Consulting & Brokerage services to land owners and developers in throughout California. Developed or Entitled projects throughout Bay Area in excess of \$100 Million in value.

2004-2005 – Vice President, Waters Fund, Real Estate Development

Oversaw the land entitlement process for \$30 million in equity. Lead a 5 member team responsible for the land use entitlement process for 25 projects throughout California.

1993-2004 – Sr. Project Manager/Partner, Green Farm LP Real Estate Development

Overall responsibility for strategy and implementation of all phases of projects: Financial feasibility and pro-forma analysis, construction supervision, acquisition, securing financing, negotiation with governmental authorities and lending institutions project design/engineering, public relations, and legal issue review.

EDUCATION

MS Real Estate Development, Columbia University

BA Environmental Design, UC Santa Cruz

Minor in Architectural History, UC Santa Cruz

CA Department of Real Estate Broker's License #01805817

Nationwide Mortgage Licensing System #274835

CLIENTS AND PARTNERS

- *Devcon Investments, LLC (JV Partners)*
- *Palisades Builders/Douglas Ross Construction, Inc.*
- *The Pacific Companies*
- *AMCAL Housing*
- *Mid-Pen Housing*
- *Santa Cruz County RDA (formerly)*

SELECTED PROJECTS

- *LHH Partners (JV with LHH LLC Pacific Avenue, Santa Cruz CA – 204 Mixed Unit TOD adjacent to Transit Center*
- *SC RiverFront LLC – 145 Unit Mixed-use project fronting the San Lorenzo River*
- *Western Drive Co-Housing, Santa Cruz CA – 16 units*
- *The Farm, Soquel CA – 45 units*
- *350/344 Ocean – 63 Unit Family affordable housing*



DOUG ROSS, PALISADE BUILDERS
FIREHOUSE LIVE, LLC, MEMBER

Palisade Builders (PBI) and Douglas Ross Construction (DRC) have been building in the greater San Francisco area for over 35 years. Over that time, we have constructed a diversified portfolio consisting of commercial, retail, historic building renovation projects, and multiple forms of housing. Douglas Ross, the CEO and founder, has worked diligently over the years to establish an esteemed reputation for our companies.

MISSION

Our primary mission is to provide our clients with both a high quality product and an exceptional level of service. We pride ourselves on being able to take on projects that pose significant challenges, turning high-risk situations into opportunities and the transformation of buildings from vision into remarkable reality.

We achieve these outcomes with the dexterity of our creative, dynamic and tenacious employees. Hiring is based on: honesty and integrity, the ability to be industrious, engaging, respectful, and innovative. These qualities allow our team to be creative and flexible in approaching problem solving and conflict management in the fast paced and multi-faceted world of construction.

VALUES

We believe that the value of our people is what propels us forward. Holding high standards from beginning to end, we expect honesty, integrity, grit, and respect from every employee related to our offices. We believe these values transcend from a personal value system to a corporate value system giving our clients a higher level of product and service than our competitors.





JON WORDEN ARCHITECTS FIREHOUSE LIVE ARCHITECT

Jon Worden architects is an architectural and planning firm located in Healdsburg, California. JWA specializes in mixed use and multi-family projects including adaptive reuse.

Mixed Use Projects include:

- *Esprit Park, San Francisco 5 story 142 Units - with Palisade Builders*
- *Peninsula Station, San Mateo 4 story, 68 units with Doug Ross Construction*
- *800 High Street, Palo Alto, 4 story, 60 units with Palisade Builders*

Multifamily Projects include:

- *Olive Grove, Santa Rosa 128 units*
- *550 Moreland, Santa Clara, 430 Units with Palisade Builders*
- *Sunnyvale Seniors, Sunnyvale, 124 units*

JWA prides itself on being pragmatic idealists, both artistically and technically capable. We endeavor to make our projects useful, buildable, sustainable, economical and so filled with meaning that they enrich the lives of their users and enhance the environments in which they stand.

We view the creation of architecture as a highly collaborative process. It involves the client, contractor, users, neighbors and the surrounding community.

We feel that good architecture is responsive. It is not composed of static objects, but evolving environments that age gracefully and grow more beautiful and finely tuned to their users and uses in the process.

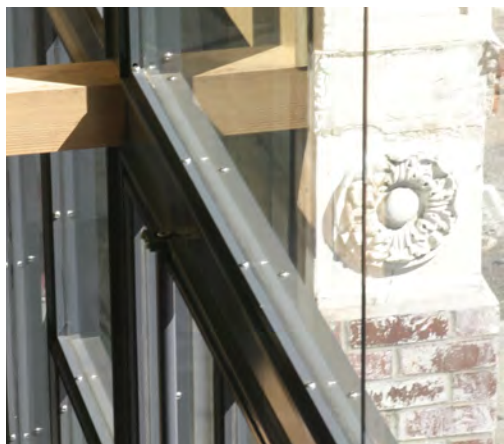
We feel that good architecture is contextual. Its design and character should be rooted in the specifics of its site taking into consideration climate, orientation, history, local patterns and traditions. each project should reach out to its neighbors to create a collective whole greater than the sum of its parts.

We feel that good architecture is responsible. Each project should be designed, detailed and constructed to maximize resource efficiency, minimize energy dependence and ensure a long life without excessive maintenance.



PAST EXPERIENCE

The Firehouse Live Work team has a proven track record of successful mixed use and transit oriented development along with adaptive reuse of historic and existing structures. Examples of Group 4, Lawlor LandUse, and Palisade Builder projects are shown on the following pages.



ROYAL THEATER ADAPTIVE REUSE

211 Linden Avenue, South San Francisco, CA 94080

Completed: 2003

Project value: ~\$2 million

Property was obtained from and financed from private sources.

Project was developed by Royal Theater Group LLC a company comprised of Group 4 principals.

This award winning project converted an historic two story silent picture movie house into a contemporary 4,600 sf office.

A new contemporary storefront complements the theater's historic terracotta arch.

Awards

- AIA San Mateo Merit Award



PLEASANTON ARTS CENTER STUDY

444 Railroad Ave, Pleasanton, CA 94566

Completed: 2010

Project value: ~\$10 million

Property is publicly owned and operated with public and private funds.

Group 4 did the master plan and conceptual design for the project.

Project expanded an historic two bay brick firehouse into a 20,000 SF arts center with art gallery spaces, classrooms and a black box theater.





MILPITAS PUBLIC LIBRARY

160 N Main Street, Milpitas, CA 95035

Completed: 2009

Project value: ~\$30 million

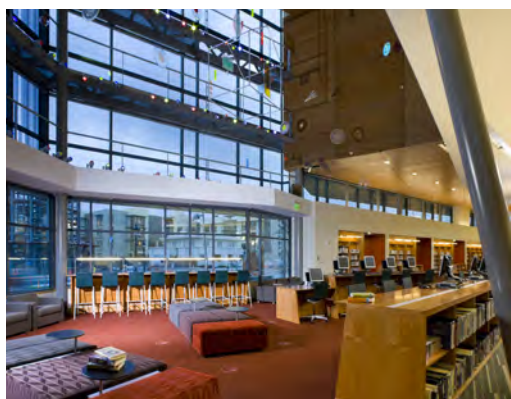
Group 4 was the lead design and architect of record

Property is publicly owned and operated with public funds.

This award winning Project expanded an historic grammar school into a 60,000 sf public library that contrasted and complemented historic preservation with contemporary architecture.

Awards

- AIA East Bay Merit Award





GRAND AVENUE LIBRARY HISTORIC RENOVATION

306 Walnut Ave, South San Francisco, CA 94080

Completed: 2016

Project value: ~\$2.8 million

Group 4 was the lead design and architect of record

Property is publicly owned and operated with public funds.

Thirty years ago this project launched Group 4's participation in the public library market sector which has grown to over 350 library projects planned or designed across the United States. In 2015 Group 4 was selected for the next generation remodel bringing the library up to 21st century service model and expanded outdoor terrace.





MAGNOLIA CENTER ADAPTIVE REUSE

601 Grand Ave, South San Francisco, CA 94080

Completed: 1987

Group 4 was the lead design and architect of record

Property is publicly owned and operated with public funds.

This project is a wonderful conversion and expansion of a former school into a senior community center and residential mixed use project.

Awards

- AIA San Mateo County Chapter Award for Excellence
- CPRS Environmental Planning Award
- California Building Officials Honor Award – Rehabilitation





SOUTH SAN FRANCISCO CONFERENCE CENTER ADAPTIVE REUSE

255 S Airport Blvd, South San Francisco, CA 94080

Completed: 1993

Project value: \$6 million

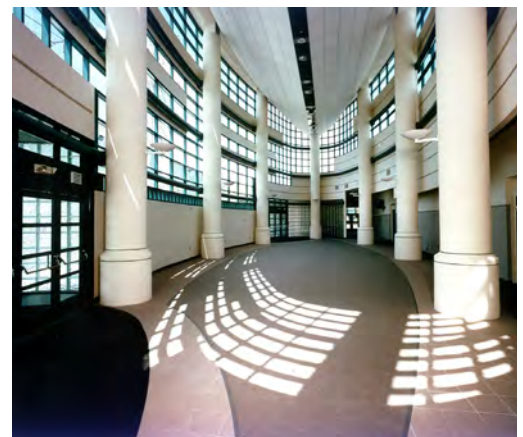
Group 4 was the lead design and architect of record

Property is publicly owned and operated with public funds.

This project is a creative adaptive reuse and expansion of a tilt up warehouse to a state-of-the-art meeting center.

Awards

- AIA San Mateo County Honor Award
- Pacific Coast Builders Conference Gold Nugget Merit Award
- SSF Chamber of Commerce Mayor's Award





200 DELAWARE

200 Delaware St., San Mateo CA 94401

Completed: 2015

Project value: \$32 million

Palisade Builders project

Joint Venture with Mid-Peninsula Housing Coalition of 120 units of affordable and workforce housing. Type V wood framed units over an on-grade podium parking garage.



CAPITOLA BEACH VILLAS

10466 41st St., Capitola CA 95010

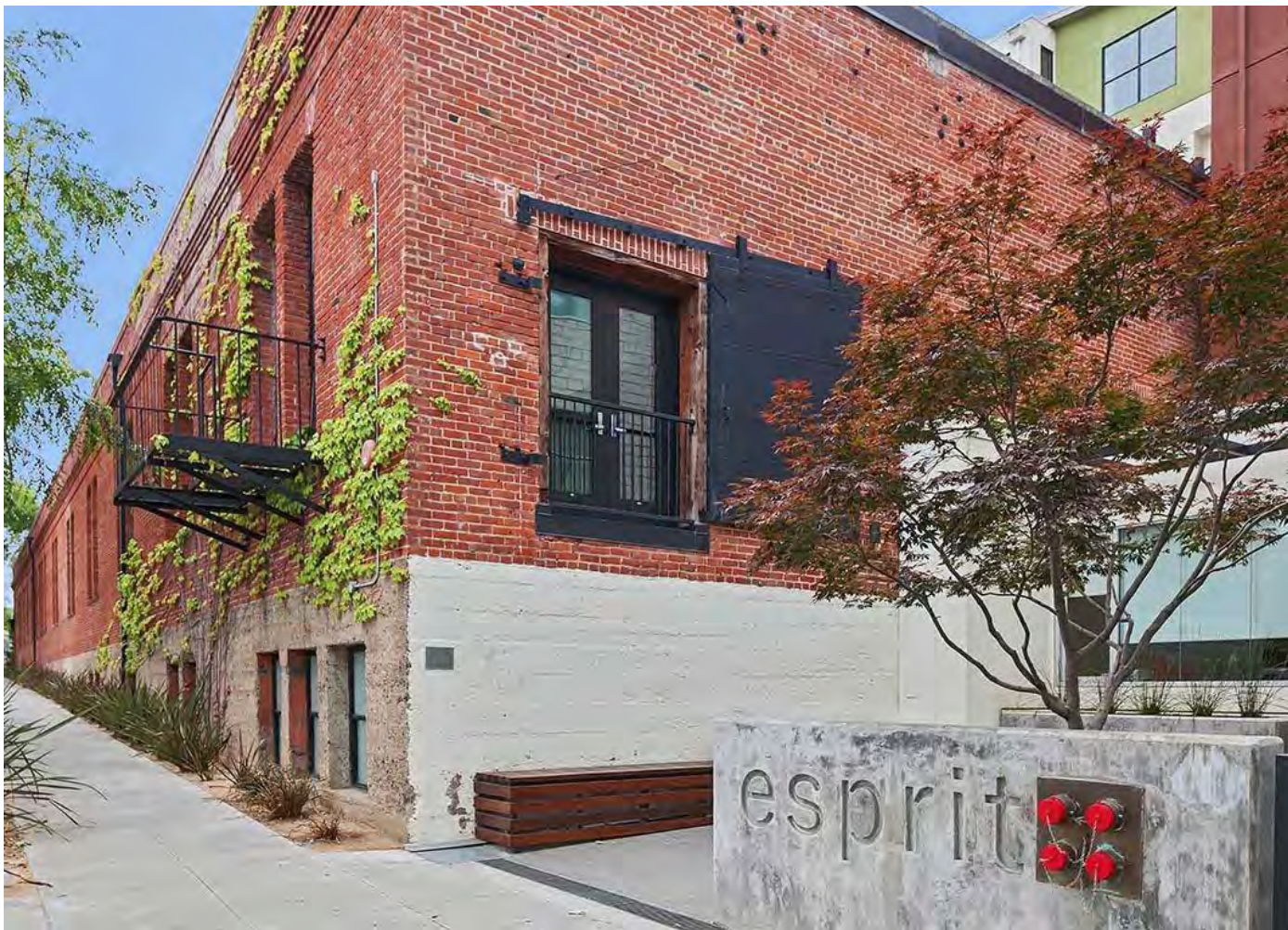
Completed: 2008

Project value: \$20 million

Palisade Builders project

55-unit rental community with retail space – two and three story wood frame structures.





ESPRIT PARK

900 Minnesota Street, San Francisco, CA 94107

Completed: 2008

Project value: \$120 million

Palisade Builders and JWA project

142-unit development and retail space – five and six story structure over two levels of underground parking. Historical rehab and retrofitting of two brick and timber buildings along with three ConXtech steel towers over a below-grade structured parking garage.



800 HIGH STREET

800 High Street, Palo Alto, CA 94301

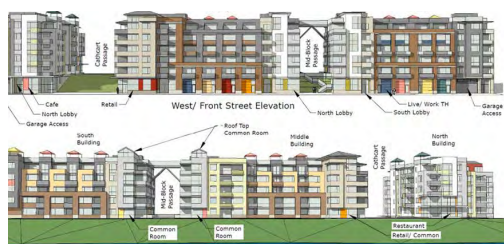
Completed: 2006

Project value: \$50 million

Palisade Builders and JWA project

60-unit townhome project with retail space – 4 story steel ConXtech structure over a two level parking garage.





RIVERFRONT APARTMENTS

Santa Cruz, CA

Estimated start: 2018

Project valuation: \$90 million

Lawlor LandUse and Palisade Builders project

140 apartment units in downtown Santa Cruz. 10,000 SF of restaurant space to open onto San Lorenzo River levy.



PREVAILING WAGES

We have extensive project experience with prevailing wages and will consider using these on this project.



REFERENCES

Mike Futrell, City Manager
City of South San Francisco
400 Grand Avenue, South San Francisco, CA 94080
(650) 788-8500 | mike.futrell@ssf.net
Reference for Group 4

Bonnie Lipscomb, Economic Development Director
City of Santa Cruz
337 Locust Street, Santa Cruz, CA 95060
(831) 420-5159 | blipscomb@cityofsantacruz.com
Reference for Owen Lawlor and Group 4

Steve Monowitz, Community Development Director
San Mateo County
455 County Center, 2nd Floor, Redwood City, CA 94063
(650) 363-1861 | smonowitz@smcgov.org
Reference for Owen Lawlor



Wells Fargo SBA Lending
MAC A0119-259
333 Market Street, 25th Floor
San Francisco, CA 94105

November 6, 2017

Julie Barnard, Economic Development Coordinator
City of South San Francisco: City Hall
Economic Development and Housing Division
400 Grand Avenue
South San Francisco, CA 94080

RE: Group 4 Architecture, Research + Planning Inc. 201 Baden Avenue (Old Firehouse) purchase and renovation financial capacity letter of intent

Dear Julie Barnard,

This letter serves as verification that the owners and spouses of Group 4 Architecture, Research + Planning, Inc.; Firehouse Work (FW), have been a valued customer of Wells Fargo Bank since 2005. During this time period Wells Fargo Bank has successfully funded multiple projects both personal and commercial for this group, total value of all projects are in the several million-dollar range. Group 4's offices at 211 Linden Avenue in South San Francisco is a good example of a successfully developed commercial property.

Wells Fargo Bank is excited to support Firehouse Work on their next endeavor on the 201 Baden Avenue Firehouse purchase and renovation and we consider them to be honest, of high integrity and their projects of high quality. We have already prepared prequalification documents for this project and are able to finance the resources in the amounts needed for this project.

Sincerely,

Michael R Whitlock
Vice President
Wells Fargo Bank SBA Lending Division
Michael.Whitlock@wellsfargo.com
415-371-2621 Office
866-617-9757 Fax
415-517-8543 Cell





Nov 7, 2017

Mike Futrell
City Manager
City of South San Francisco
400 Grand Ave
South San Francisco, CA 94080

Re: Owen Lawlor, et al in regard to purchase of 211 Baden Street, South, San Francisco Ca 94103.

Dear Mr Futrell:

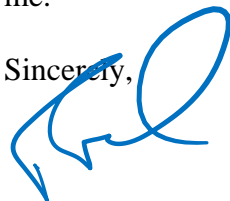
The above referenced party is well known to the bank as well as myself. Said banking history extends over 25 years personally with Mr. Lawlor and over 12 years through Santa Cruz County Bank, with all projects being as agreed.

This relationship includes multiple projects in which he was the sole borrower and developer; as well as additional larger projects in which he was the developer, land use planner and syndicator with other larger investors.

Based on our past and current history with Mr Lawlor I would recommend any offer to purchase to be given ample consideration.

If you should have any further questions or concerns with the above, please do not hesitate to contact me.

Sincerely,

A handwritten signature in blue ink, appearing to read "Fred Caiocca", is written over the word "Sincerely,".

Fred Caiocca,
Executive Vice President & Regional Credit Manager
Phone: (831) 457 - 5003 ext 2119
Cell: (831) 359 - 3171
Fax: (831) 457 -5001
Fcaiocca@sccountybank.com
NMLSID# 63765

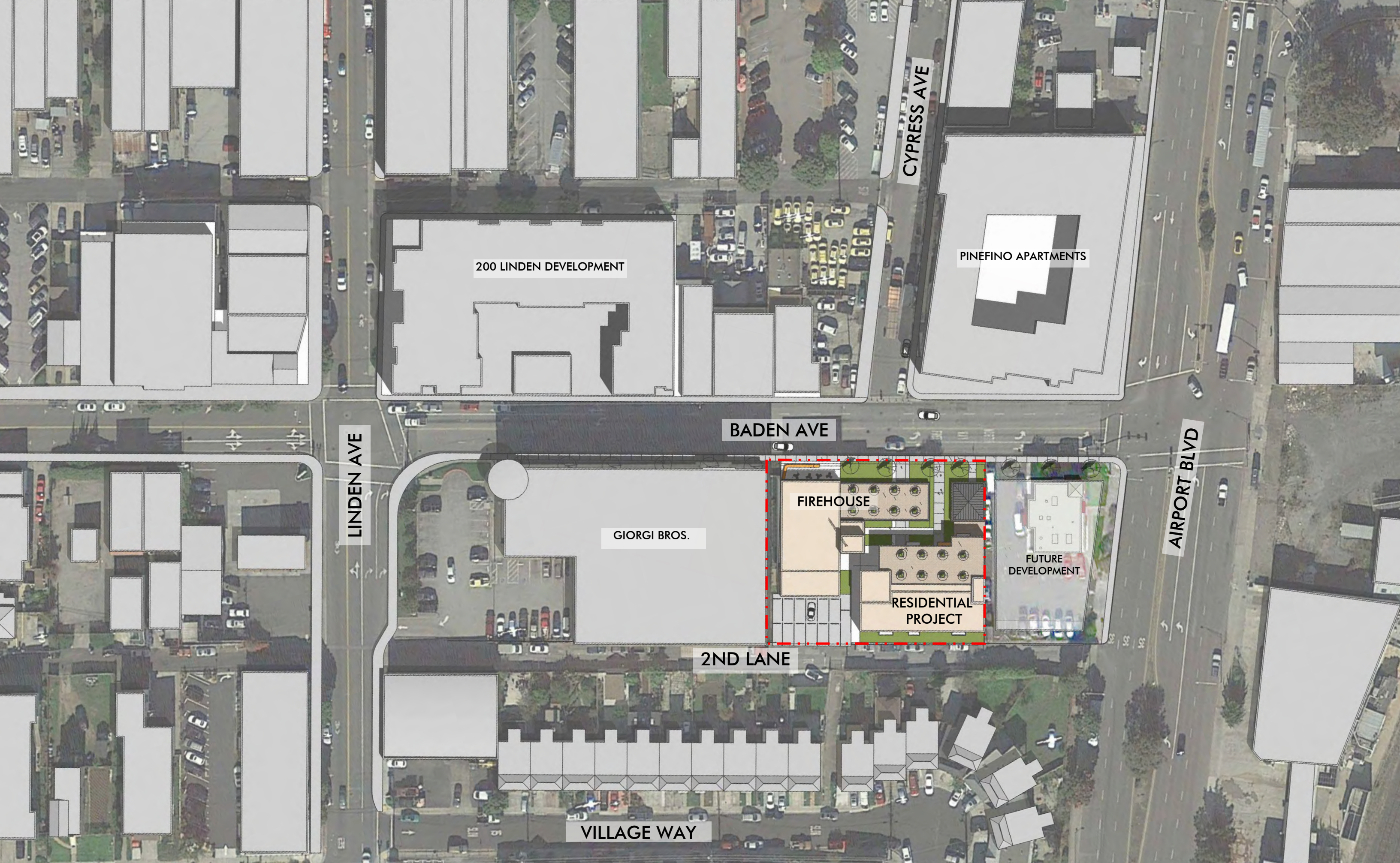












BADEN AVE

FIREHOUSE WORK

COMMERCIAL
ROOF TERRACE

HOSE TOWER &
RADIO ANTENNA

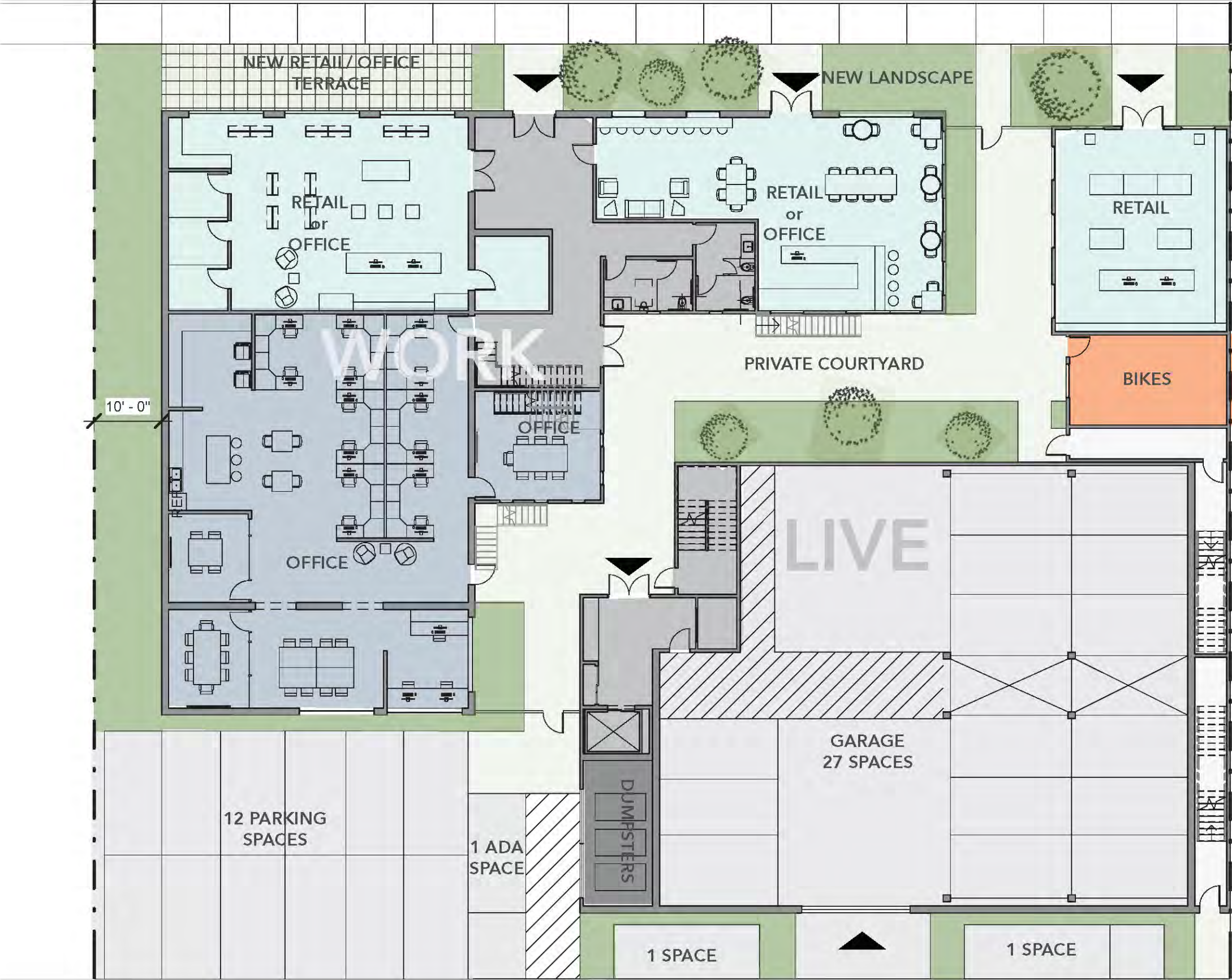
GIORGI BROS.

RESIDENTIAL
ROOF TERRACE

FUTURE
DEVELOPMENT

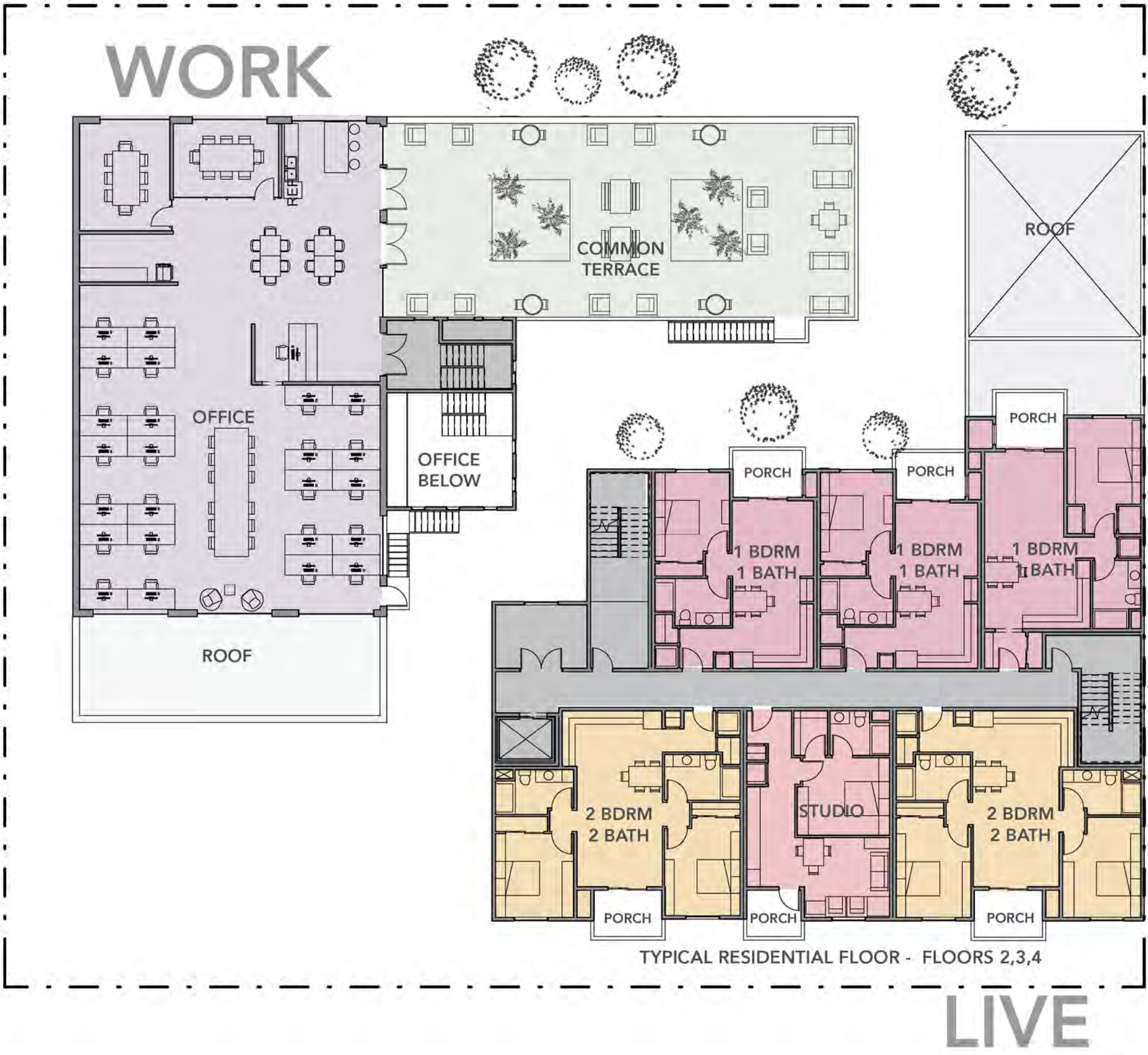
FIREHOUSE LIVE

2ND LANE



	FIREHOUSE WORK
Commercial Office/ Retail Residential	~9,200 SF gross rentable area ~
Parking	~13 spaces including 1 ADA

	FIREHOUSE LIVE
Commercial Office/ Retail Residential	~630 SF gross rentable area ~19,300 SF gross area ~18-24 units depending on mix
Parking	~29 spaces including 1 ADA



	FIREHOUSE WORK
Commercial Office/ Retail Residential	~9,200 SF gross rentable area ~
Parking	~13 spaces including 1 ADA

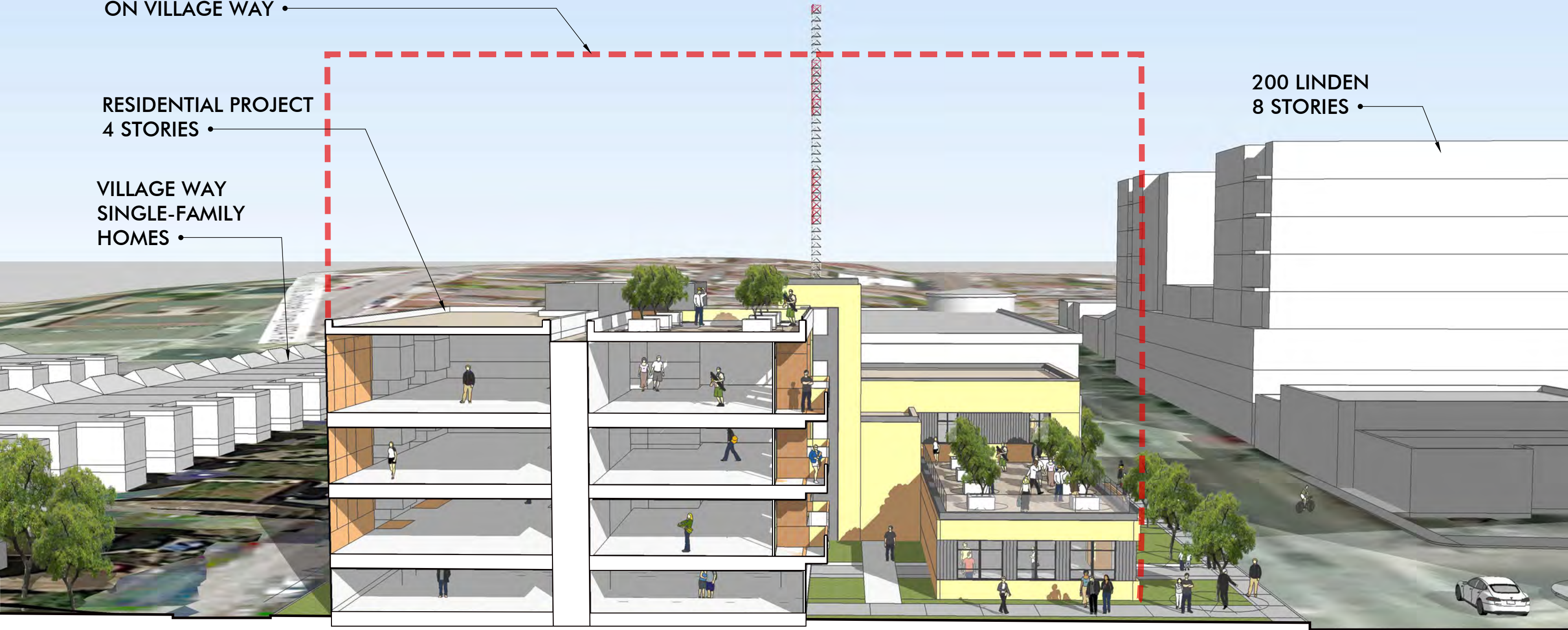
	FIREHOUSE LIVE
Commercial Office/ Retail Residential	~630 SF gross rentable area ~19,300 SF gross area ~18-24 units depending on mix
Parking	~29 spaces including 1 ADA

BUILDING TO THE 85' MAXIMUM
ALLOWABLE HEIGHT WOULD CREATE
A CANYON ON BADEN AVENUE AND
LOOM OVER SINGLE-FAMILY RESIDENCES
ON VILLAGE WAY •

RESIDENTIAL PROJECT
4 STORIES •

VILLAGE WAY
SINGLE-FAMILY
HOMES •

200 LINDEN
8 STORIES •



SECOND LANE

FIREHOUSE LIVE

FIREHOUSE WORK

BADEN AVENUE

F H L W

FIREHOUSE

LIVE WORK



**211 LINDEN AVENUE
SOUTH SAN FRANCISCO
CALIFORNIA 94080**

650.871.0709