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AMCUP'S BUCKS = 4

Barry Demak wants to get a piece of the action.

INSURANCE BOSS OUT = 5

Brian Hetherington exits as Wells reorganizes unit.

BUILDER UP A CREEK = 6

Sares Regis paddles ahead with Peninsula apartments.



South of Market out of space

S.F. tech firms pack

BY J.K. DINEEN
San Francisco Business Times

Landlords in San Francisco's South of Market may soon have to resort to something more commonly seen on roadside motels: no vacancy signs.

After the strongest leasing year since 1988, the city's hottest neighborhood has just a 3.3 percent vacancy rate, according to a fourth quarter report from Jones

Standard Pacific nabs site

Single-family construction may be on the upswing in the Tri-Valley. **Standard Pacific Homes** recently bought a 5.81-acre property at 1000 N. Vasco Road in Livermore that had been entitled for 50 homes by **Arbor Development Group**.

Arbor went into contract for the site in May 2010 with the **Macedo** family, which had owned it for three decades and used it for commercial purposes. Arbor cleaned up the site and entitled the units, which will range from 1,722 square feet to 2,313 square feet.

"From the onset of this project we knew this property was an excellent opportunity and that the site lent itself to traditional single-family, detached homes that could be brought to the market at affordable price points," said **Scott Menard**, president of Arbor, based in Lafayette.

Standard Pacific, based in Irvine, is one of the country's largest homebuilders with a concentration in California, Florida, Arizona, the Carolinas, Texas, Colorado and Nevada.

Construction is expected to start on the Livermore site in early 2013.

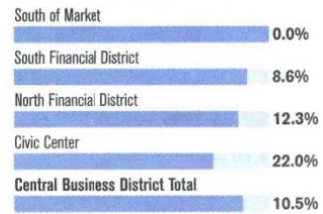


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jkdineen@bizjournals.com / (415) 288-4971. Read J.K.'s "Bay Area BizTalk" blog postings at sanfranciscobusinesstimes.com

How Class A office vacancies stack up in San Francisco:



Source: Jones Lang LaSalle.

North Face on \$3B tre

Outdoors company on the move and hiring

BY SARAH DUXBURY
San Francisco Business Times

North Face is looking to scale new heights.

The star of VF Corp.'s portfolio of "outdoor" lifestyle brands, which includes Lucy, Jansport and others, will join those brands in a headquarters move from San Leandro to Alameda this summer. It also plans to double its revenue to \$3 billion a year by 2014.

To reach that revenue goal — essentially increasing annual sales by \$1.4 billion —

SEE NORTH FACE, 26

Dealmakers seek to reset biotech clock

Companies converge in S.F.

companies and financiers focus on the J.P. Morgan Conference — the most important hub for deal hookups — it is clear that the unconstrained optimism have given way to mergers, acquisitions and sighs.

A quarter of the 43 Bay Area companies at the conference in January 2008 have sold or merged over the past four years. Of the 27 surviving publicly traded companies their stock price fall, some more than

companies will present at the invitation-only conference Jan. 9-12 at the Westin. Hundreds more are scheduled for the Biotech Showcase at the Parc 55 and the OneMedForum conference at

SEE DEALMAKERS, 27

"Our overall mission ... is to get more people to be involved"



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Johnson, CEO of developer UrbanCore.

AMERICA'S CUP = 17

Businesses join race to capture dollars.

THE LIST = 20

The Bay Area's largest marinas ranked.