

# SAN FRANCISCO BEAUTIFUL: A HISTORY IN BRIEF

## THE EARLY YEARS

1940-1970s



Founder Friedel Klussmann saved the cable cars from demolition

- Opposing City freeways and billboards
- Planting miles of trees
- Supporting clean streets and litter abatement
- Promoting utility line undergrounding
- Saving the gold lamp posts along

Market Street

- Beautification Awards begin
- Supporting ferries as commute alternative
- Insisting citizen approval prior to skyscraper construction
- Opposing Golden Gate Bridge 2nd car deck

## 1980s-1990s

Klussmann Grants begin

Advocating better street lighting and utility box undergrounding

Funding stairway gardens

Chairing citizen committee on Central Embarcadero Roadway

Initiating legalization of sidewalk cafes

Working for installation of modular newsracks

Advocating the Central Freeway demolition

Renovation of the Geneva Office Building and Power House and Murphy's Windmill

Stopping electronic, jumbo billboards in Union Square

Initiating legislation allowing businesses to earmark taxes for community challenge grants

Publishing, "Rooftop Gardens: From Conception to

Construction"

Co-founding the San Francisco Prize design competition

Creating the Lake Merced Task Force



## THE 21ST CENTURY

Initiated the No New Billboards

Campaign winning 79% of votes



Co-sponsoring the SF Green Schoolyard Alliance

Producing Cable Car Report

Opposing electronic billboards along freeways

Stopping Planning Commission appointment of billboard executive

Stopping advertising on the Golden Gate Bridge

Help write planning codes controlling utility pole postings and banners

Participate in developing good planning policies (i.e.): Crissy Field, Rincon Hill, Treasure Island, United Nations Plaza, The Presidio, Piers 27-31, Doyle Drive, Transbay Terminal, Mid-Market, Blue Greenway, Better Streets Plan, Marina Bay Trail