

SAN FRANCISCO BEAUTIFULSM

CREATING, ENHANCING AND PROTECTING CIVIC BEAUTY

VOL.16 NUMBER 3

NEWSLETTER

FALL 2001

From the Executive Director
Dee Dee Workman

SFB To Place “No New Billboard” Initiative On Ballot

I am excited to announce that San Francisco Beautiful has taken the plunge to put an initiative on the March ballot that, if approved, will prohibit all new general advertising signs in the City. We made this decision after reviewing the results of a poll we commissioned by David Binder Research. The poll results of 600 likely San Francisco voters indicated overwhelming support for this measure.

The poll findings were both gratifying and not entirely surprising. Regardless of political party affiliation, district of residence or demographics, San

Francisco voters, by a 2-to-1 margin, agree that billboards are detrimental to the City and that new billboards should be prohibited.

San Francisco voters strongly believe that rather than provide useful information, billboards detract from the City’s unique character. San Franciscans feel new billboards should be prohibited because there is already enough outdoor advertising in the City and we need to limit any additional commercialization of our public spaces. They feel strongly protective of our City’s natural beauty and world-class architecture and believe that billboards diminish that which makes San Francisco a uniquely beautiful and livable city.

Conversely, the poll shows clearly that the industry’s arguments against this measure (for example, that it is being pushed on working class people by “rich,

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The Fountain of the Tortoises in Huntington Park crowns Nob Hill. Photo by Robert Bengtson

Enhancing the Pedestrian Experience BEAUTIFICATION AWARDS

Pedestrians are voyeurs, observers of their surroundings – not just walkers, but explorers.

A lot can be absorbed when moving at two miles per hour. Jump on a bike and even at the hair-whipping speed of 10 mph, sights, sounds and smells envelop you. The 2001 San Francisco Beautiful Beautification Awards single out those who have given us an incredibly enjoyable streetscape.

SFB will honor those who have made valuable improvements to the physical environment of San Francisco and have enhanced the pedestrian experience at its 2001 Beautification Awards Dinner.

This very special event will be held Thursday, October 18, 2001, at the Mark Hopkins Inter-Continental Hotel, One Nob Hill in San Francisco. The reception and silent auction will begin at 6:00 p.m., with dinner to follow at 7:15 p.m. The evening will also feature our Annual

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SFB Introduces New Logo

We here at San Francisco Beautiful have been searching for a new logo design for the past decade. Attempts have been made by numerous graphic artists over the years but it was Bobby Reich-Patri’s presentation that captured the heart, imagination and minds of our board and staff. Thanks, Bobby, for working with us and for creating our wonderful new insignia. (See page 7 on how to get your logo-wear.)

Here’s how Bobby came up with our logo design: “San Francisco Beautiful’s mission to maintain and increase awareness of a clean and aesthetically pleasing urban environment serving San Francisco’s many unique neighborhoods has grown significantly over the last 50 years. When I was given the task and challenge to redesign the organization’s logo, I tried to combine a variety of familiar symbols to express the mission:



- ◆ The center image: Serving downtown and residential neighborhoods, the architectural expression of its diversity as well as its history.
- ◆ Type: The word Beautiful in a more traditional, graceful italic typeface is paired with the modern sans serif Type for San Francisco to combine tradition and preservation with a progressive approach to contemporary issues.
- ◆ The overall appearance is intended to be seal-like and self-contained derived from the street markers of the historic Barbary Coast trail. The choice of a soft green with black underlines SFB’s concern of enhancing and rewarding green space efforts in the city’s urban environment.”

PRESIDENT'S REPORT

“...The Right Thing To Do” (A Tribute to Tova Wiley)

Several years ago, San Francisco Beautiful's Board of Directors was lamenting the news that giant electronic billboards were going to be installed around Union Square. I can't recall why we were feeling intimidated by this effrontery. I do vividly recall, however, that Tova suddenly stated firmly and unequivocally that we had to stop them — that it was the right thing to do. With those few words, backed by her tremendous integrity and character, Tova inspired us to launch an exhausting but ultimately triumphant campaign.

Her simple assertion started a proverbial snowball down the mountainside, growing larger all the time, as evidenced by SFB's recent successes and continuing initiatives vis-à-vis fighting billboards. Friedel Klussmann's leadership in saving the cable cars was the genesis of San Francisco Beautiful. Tova's leadership in fighting billboards was an institutional recommitment.

Tova was, of course, present at our creation. She was one of Friedel's lieutenants in the save the cable cars campaign, SFB's secretary for four decades, Chair of the Stairways Committee, and much more. Beyond SFB, she served as second in



Longtime San Francisco Beautiful Board Member Tova Wiley passed away in July. Tova championed city stairway beautification and is shown here on a Bernal Heights stairway. Photo by Adah Bakalinsky

command of the Women's Reserve of the U.S. Navy during World War II, started the Strybing Arboretum's annual plant sale (that now brings in more than \$100,000 annually), served on the Alameda Planning Commission, and was a life-long friend of the first woman U.S. Senator, Margaret Chase Smith of Maine. Her achievements were many, yet her demeanor was modest, and her manner was always gracious. Tova was a truly rare and remarkable lady. Collectively knowing her has enriched our lives. Individually we will miss her.

Gilbert Castle, President, Board of Directors

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Beautification Awards program with Executive Director Dee Dee Workman presenting the award winners. Special Guest Michael Krasny, PhD, host and senior editor of KQED's award winning FORUM will address the 2001 Awards theme – Enhancing the Pedestrian Experience. Event Sponsorship begins at \$250 per person. Regular ticket prices: Friends Table of 10, \$1,250; Individual Ticket, \$125. For more information, please call Ron Wong and Associates at 415-355-9988. (See back page for details.)

2001 BEAUTIFICATION AWARDS

Crissy Field (Friedel Klussmann Award): This important reuse project is an example for others – recycling and reclaiming a great site for public access and positive environmental development.

Tenderloin Neighborhood Development Corporation's Façade Improvement Program (Robert C. Friese Award for Neighborhood Conservation), Area Bounded by Market, Mason, Ellis and Larkin Streets: Over several years, and with limited funding, TNDC has worked with



The Visitacion Valley Greenway is a welcomed improvement to the area. Photo by Dee Dee Workman

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San Francisco Beautiful, founded in 1947 by Friedel Klussmann, is a nonprofit 501(c)(3) organization dedicated to creating, enhancing and protecting civic beauty.

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PRODUCTION: JEWEL GRAPHICS

individual tenants and owners to improve the appearance of buildings and storefronts in a neglected part of the City. Individually each project makes a small contribution. Taken as a whole this sort of diligence may help save the neighborhood.

Visitacion Valley Greenway (Leland Avenue at Peabody Street): The community won permission from a utility company to convert a six-block easement into a green parkway with public access plazas and paths and community gardens – using privately raised funds and labor.

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SFB IS TAKING BILLBOARDS TO THE BALLOT

March 2002 Ballot To Include "No New Signs" Measure

San Francisco Beautiful asked and San Franciscans responded. In a jointly sponsored SFB/SPUR poll conducted by David Binder Research, 64% of San Francisco voters would vote to prohibit new billboards (off-site advertising) in The City. With this overwhelming response in hand, SFB has initiated the process of placing a proposition on the March 2002 ballot to prohibit new billboards.

It's Simple ... No New Billboards.

For many years SFB has battled the billboard industry on many fronts. In 1997, SFB worked with city officials and community organizations to stop the construction of new billboards surrounding Union Square. Since then, SFB, through its "No New Signs" campaign, has supported new laws to curb the proliferation of illegal billboards as well as limit the space for new billboards in the South of Market area. While these efforts were hard fought and won, they are not enough. *Many areas of San Francisco are still available for billboard companies to exploit, including portions of our beloved waterfront and many of our neighborhood commercial districts.* As new areas of the city are being developed into commercial/business centers, such as the 3rd Street Corridor, the billboard companies will be there too, ready to mar these areas with huge wallscales and billboard structures. But only if we let them.

San Francisco Beautiful is working with members of the Board of Supervisors to place a measure on the March 2002 ballot to ask voters if new off-site advertising (billboards) should be prohibited in San Francisco. We are encouraging the Supervisors to adopt interim control legislation prior to the election. These controls will protect the City from a "gold rush" by billboard companies hoping to snatch up as much outdoor advertising space as possible before the voters are allowed to decide on the issue.

Billboards = Blight

There are already approximately 1,500 billboards in San Francisco (roughly 30 billboards per square mile). These billboards overlook parks and schools, mar our views of the downtown skyline, and ruin architectural gems all over the city.



*Wallscales dominate downtown intersections.
Photo by Tamar Cooper*

What's worse is that once a billboard is permitted, local jurisdictions must pay for the lifetime value of a billboard before it can be taken down.

Billboards encroach upon San Francisco's unique beauty. They are a commercialization of public space. Everywhere we look, we are being sold something. Unlike newspapers, magazines, TV and radio advertisements, billboards cannot be turned off or avoided. Gigantic advertisements on the sides and on top of buildings are strategically placed around the city solely to distract and hold our attention. In addition, billboards invite other types of urban blight including graffiti.

In some highly trafficked intersections of San Francisco, three or more signs occupy one corner. In the South of Market area, roughly three out of four people can see a billboard from their residences. However, there are still many areas of the City that can and must be protected. Enough



*Billboards block our city skyline.
Photo by Sheila Kolenc*

is enough. The SFB/SPUR poll tells us that San Franciscans have reached the billboard saturation point. It's time for the voters to send a message to the billboard industry: **NO NEW BILLBOARDS!**

The Campaign Forecast

SFB anticipates a rough road ahead as we advance towards victory on Election Day. The billboard industry is savvy and has the financial capability to spend millions of dollars on campaign tactics to cloud and confuse the issues. We need your help to ensure that all San Franciscans know the truth about billboards before they vote.

Vocal community, organizational and individual support is essential if both the interim controls and the ballot measure are to pass. SFB is committed to getting the message out, but we need your support. If you would like more information about billboards or the "No New Signs" campaign, please contact us. If you want to donate your time, skills, organizational or individual endorsement, or dollars to this effort, please call Tamar Cooper, Program Director for San Francisco Beautiful at (415) 421-2608.

In addition, please call or write the Board of Supervisors today and ask them to support BOTH the interim control legislation for billboards AND the March 2002 ballot initiative that will prohibit all new billboards.

Board of Supervisors Contact Information

Tom Ammiano	(415) 554-5144
Chris Daly	554-7970
Matt Gonzalez	554-7630
Tony Hall	554-6516
Mark Leno	554-7734
Sophie Maxwell	554-7670
Jake McGoldrick	554-7410
Gavin Newsom	554-5942
Aaron Peskin	554-7450
Gerardo Sandoval	554-6975
Leland Yee	554-7752

Address: City Hall, 1 Dr. Carlton B. Goodlett Pl., Rm. 244, San Francisco, CA 94102-4689

SFB Supports Fines, Compromise

An intense debate is brewing in San Francisco over the rights and safety of pedestrians vs. the parking needs of car owners. When cars park on sidewalks or block crosswalks there can be little to no space for pedestrians to pass safely; they must walk in the street. This can be dangerous or impossible depending on the pedestrian's level of mobility. In the past, fines for these and other parking violations have been minimal (between \$13 and \$43 per violation) and have not deterred those who chose to deliberately violate San Francisco's parking rules. But things are changing.



An obstacle course of automobiles awaits these pedestrians. Photo by Sheila Kolenc

On Monday August 13th, San Francisco's Board of Supervisors voted 9-1 to increase the fines associated with parking violations including parking on sidewalks. SFB joined Walk San Francisco – a coalition of

organizations and individuals promoting walking as a safe and sustainable form of transportation – in supporting the fine increases.

Protecting and enhancing the pedestrian experience is a priority issue for SFB. Nonetheless, SFB recognizes that drivers are faced with an ever increasing shortage of parking options, particularly in the City's residential neighborhoods. Therefore SFB has encouraged city officials to take the steps necessary to develop a compromise between drivers and pedestrians that allows drivers to park in their driveways as long as pedestrian access is not obstructed. This way pedestrian paths are preserved and drivers are able to park their cars near their homes.

CALMING TRAFFIC

The San Francisco Department of Parking and Traffic is working to make our streets safer with their Traffic Calming Program. This program is a part of their Livable Streets effort.

The program is now initiating priority lists for local streets and school tracts via their Traffic Calming Program Project Request Form. This outreach tool presented an opportunity for residents and others to suggest traffic calming projects. It was also used as a tool to explain the main goals and mechanisms of traffic calming, as well as the process for requesting and participating in traffic calming projects.

SFB has participated in the Traffic Calming Working Groups whose aim is to identify trouble spots and find ways to make them "calmer." While the deadline for the first round of priority project requests has passed, DPT continually accepts comments about your local street and school tract concerns.



Noe Street sidewalk extensions calm traffic while enhancing the pedestrian experience. Photo by Sheila Kolenc

Physical measures, combined with police enforcement and educational outreach, make the streets safer and more livable, and reduce the risks involved with unsafe driving. Some tools for traffic calming that were identified by the working groups include: traffic circles, bulb-outs or sidewalk extensions, street narrowing, landscaped medians, chicane and speed humps.

SFB's 2001 Beautification Awards reflects how 'calming' devices work not only to slow down traffic but also enhance the pedestrian experience. This year, Beautification Awards go to street calming devices such as traffic circles (Dewey Circle) and sidewalk extensions (Noe Street between 14th and Henry).

Community members can request a Traffic Calming Request Form from DPT, Livable Streets, 25 Van Ness Ave., #345, SF, CA 94102, www.livablestreets.org or 415-554-2398. This brochure is for local streets and school areas. A priority list of commercial streets and major arterials has already been created and identifies 31 top priority Livable Streets Corridor Projects. Also available: a seven-minute traffic calming video, brochures and an exhibit.

LAKE MERCED TASK FORCE Stewardship Proposal Completed/Funding Secured

This summer has been quite eventful for the Lake Merced Task Force (LMTF). After working together for two years, it completed a stewardship proposal outlining recommendations and goals for

the lake, the surrounding environment, and related resources. The LMTF has now collectively agreed to work together to find the resources to implement these recommendations. Supervisor Tony Hall has secured \$2 million in the City's 2001-2002 budget that will aid in implementing them. Much of this funding will address storm/recycled water projects and shoreline cleanup.

As the task force secures funding, it is also gaining recognition from grassroots advocacy groups such as San Francisco Tomorrow (SFT). At a mid-August lakeside potluck sponsored by SFT, representatives from the task force informed the group of the status of the Lake and answered their questions about LMTF.

Continued from Page 2 Awards

Levi Strauss & Co. Employee Volunteer Day: An excellent example of corporate largesse and community goodwill. Levi's encourages each and every staff to perform community service one workday a year. This is a great model for other corporations to follow.

Precita Park (Precita and Folsom Streets): A once scary area reclaimed by the community and now a usable, beautifully maintained and very popular place that has made living near the park very desirable.

Dewey Circle (at Intersection of Dewey/Taraval/Claremont Streets):



This picture from the past may soon represent the present as the re-introduction of trains to Fort Mason is being planned. Photo by Market Street Railway

SFB Endorses Historic Streetcars To Fort Mason

With San Francisco Beautiful's support, in a few years you may be able to ride to Fort Mason on a historic streetcar.

Residents, workers and tourists are packing the historic F-line streetcars that run from Market Street to Fisherman's Wharf. A new line, the E-Embarcadero, is scheduled in 2004 to start running historic trolleys from

the Caltrain Station and Pacific Bell Park to Fisherman's Wharf. San Francisco Beautiful's board has unanimously endorsed extending this new service to Ghirardelli Square, the Hyde Street Pier, and Fort Mason.

"Streetcars serving Fort Mason from the east will give our 1.6 million annual visitors much improved transit access to the popular arts and museum complex," said Alex Zwissler, Executive Director of the Fort Mason Foundation. "It will help to relieve parking and traffic problems for us and for the surrounding neighborhood." Currently, the only access to Fort Mason is via Marina Boulevard and local streets.

The extension's route requires more study but would generally follow old rail corridors from the current turnaround at Jones Street. It would continue across the foot of Van Ness Avenue and through a tunnel running under the Fort Mason hill that once served freight trains carrying

supplies to the former army embarkation piers and the Presidio. The tunnel exits next to the entrance to Fort Mason Center.

San Francisco Beautiful has joined a working group developing a design and funding strategy for the extension. The group includes the Fort Mason Foundation, National Park Service representatives from the Golden Gate National Recreation Area and the San Francisco National Maritime Historic Park, Muni, the Fisherman's Wharf Merchants Association, and the Market Street Railway Association (the volunteer organization that brought historic streetcars to San Francisco).

George Fleharty, a board member of both SFB and the support group for the Maritime National Park, notes, "San Francisco Beautiful is joining very good company. Historic streetcars are on the right track to serve San Francisco's northern waterfront destinations."

Michael Alexander, SFB Board Member

Riding the (Free) Shuttle Is Fun!

Marilyn Duffey (far right), SFB board member, and Deborah Learner, former park planner, took a ride on the inaugural run of the Golden Gate Park Intra-Park Shuttle. The Golden Gate Park Concourse Authority, with Duffey as the transportation consultant, introduced the privately funded shuttles in August as part of a three-month pilot project to reduce the impact of automobiles in the park. The free buses arrive every 20 minutes and make 21 stops along their route including Strybing Arboretum, Stow Lake, Sharon Meadows and the Beach Chalet. Get on the bus by October 28th and help make the intra-park shuttle a permanent feature of Golden Gate Park. For a shuttle schedule call 415-831-2727 or visit www.goldengateparkconcourse.org.



This neighborhood-building project brings people together to beautify a vehicular roundabout. Privately funded, privately planted, maintained and upgraded for everyone's benefit.

Fountain of the Tortoises (Nob Hill-California at Taylor Streets): This urban park and fountain in very public location has been improved by private donations from neighbors and surrounding community. The newly restored fountain is exemplary!

Noe Street (between 14th and 16th Streets): This unusual sidewalk layout designed by Tito Patri 35 years ago creates pedestrian gathering areas while reducing

traffic speed. A setting for bountiful and colorful flowers and shrubs privately donated to enhance the pedestrian realm is maintained by local residents.

Tutubi Park (on Minna between 6th and 7th Streets): A playground just half block from 6th and Howard for mostly lower income children may be comparable to a desert oasis. Developed with much community advocacy and input. This colorful corner with artistic security fence is accompanied by wonderful plantings.

Please join us at the Awards Dinner as we honor those responsible for this diverse list of award sites.

Beautification Awards Dinner Sample Silent Auction Items

- ◆ Jim & Ann Lazarus – weekend stay at Vineyard Estate in Alexander Valley, 4 bedroom, fully equipped home, Tennis, Horses, Hot Tub & more: \$650 value
- ◆ San Francisco Marriott – one night stay for 2: \$515 value
- ◆ Music and Martinis in the Compass Rose Lounge: \$500 value
- ◆ Senator Dianne Feinstein – autographed Lithograph entitled "Primary Tulip" and "Tree Birds": \$500 value
- ◆ Mark Hopkins Inter-Continental Hotel – Saturday night stay for 2 in a Deluxe Guest Room: \$460 value
- ◆ Presidio Community YMCA – 1 six month individual membership at Presidio, Richmond, & Buchanan YMCA sites: \$435 value

GENEVA OFFICE BUILDING TURNS 100



Photo by Carmen Magana/SF Muni

The Committee to Restore the Geneva Office Building and Powerhouse received \$540,000 in state funding from Assembly Majority Leader Kevin Shelley. (l. to r.) Michael Burns, Dee Dee Workman, Steven Currier, Assemblyman Kevin Shelley, Christian Ard, Rebeca Silverberg, Marion Aird and Dan Weaver.

On a cold and foggy spring morning, a gathering of community, City, and State supporters celebrated the Geneva Office Building's (GOB) 100th birthday. The morning was full of nostalgia for this centenarian and appreciation for those who are ensuring the building's presence for another 100 years. Making this restoration process possible, State Assembly member Kevin Shelley presented the Committee to Restore the Geneva Office Building and Powerhouse (CRGOBP) with \$540,000 in state funding.

Next Steps: Under the direction of the Project Review Committee of the CRGOBP and with funding from the Mayor's Office of Economic Development, Carey and Co. Architecture has begun a rendering process for the GOB. They will conduct extensive research on the building's history and its current physical condition. Technical renderings will also illustrate conceptual design options that the office building can accommodate.

It's time to get involved: The planning process for the Geneva Office Building is gaining momentum. Community input is of utmost importance as the future use(s) of the building remains undetermined. If you would like to take part in CRGOBP meetings and help decide the building's future uses, please contact SFB's Program Director, Tamar Cooper at (415) 421-2608 or <tcooper@sfbeautiful.org> for more information.

KLUSSMANN GRANTS 2ND QUARTER

The SFB board awarded \$20,629 in grants during the second quarter. Funding went to clean-up efforts, school plantings, kiosk construction and fundraising materials.

Architectural Foundation of San Francisco's Green Space Project: \$7,911 for plant materials, soil, tools and an irrigation system. This project includes two schools: John Swett in the Western Addition and the Excelsior's Monroe Elementary. Garden supervisors will assure that the gardens are maintained over school breaks and are helping the schools develop relationships with local communities.

Fort Mason Community Garden Education Kiosk: \$2,500 for materials to rebuild an educational kiosk for announcements, newsletters, class information, etc. Design and construction work is being donated. This community garden is the oldest in the city (from the 1880s) with 140 members from all over the city.

SOMA Partnership Project Comeback: \$5,000 for supplies and clean-up crew uniforms. The crews sweep, pick-up litter and remove graffiti in the South of Market area. This project helps formerly homeless men and women by transitioning them to employment by providing life-skills planning, job training, counseling and follow-up. The project is privately funded by area property owners and merchants and by foundations and corporations.

Campaign to Save the Golden Gate Park Windmills: \$5,218 to produce campaign materials to stimulate community involvement and raise funds,

Campaign to Save the Golden Gate Windmills Steering Committee Chair Don Propstra addresses committee members gathered inside the Murphy Windmill.
Photo by Sheila Kolenc



SFB's KLUSSMANN GRANTS PROGRAM

Through the endowment of Friedel Klussmann, SFB awards matching grants to nonprofit community organizations who beautify San Francisco.

FIELDS OF INTEREST: Plantings; educational and public awareness programs; litter and graffiti control; open space improvement and preservation; restoration and preservation of historic sites.

GRANT POLICY and PROGRAM LIMITATIONS: One-time catalyst grants for projects within San Francisco that stimulate community volunteerism, public awareness and commitment. SFB encourages matching funds and in-kind support. Grantees must have non-profit and tax-exempt status or work with a fiscal agent who does. Only one grant a year per applicant.

CONTACT PERSON: Dee Dee Workman, Executive Director, SF Beautiful, 41 Sutter Street, #709, SF, CA 94104. Phone: 415-421-2608/FAX: 421-4037

SUBMISSIONS DUE: First of Nov, Feb, May, Aug.

QUARTERLY FUNDING: Jan, Apr, July and Oct.

SUPPORTING INFORMATION:

- Statement of Need and Amount of Request
- Description of the project including immediate objectives, ultimate goals, project period public nature or public access characteristics, project management, local support, impact on San Francisco and ongoing maintenance plan and design details
- Brief history of your organization and how this project supports its mission
- Community to be served by project
- A detailed project budget listing sources for funding various budget elements
- Description of the fund raising strategy and plans and funding commitments
- Listing of those organizations/agencies addressing the same need in which efforts are being coordinated and an explanation of the process
- Description of the method by which the success of the project is to be evaluated
- Listing of any previous SFB contributions to the organization and their dates
- Provide the following documentation:
 - tax-exemption status;
 - recent audited financial statement;
 - current board of directors; and
 - total organizational budget

including building an endowment fund, for the restoration and ongoing maintenance of the Golden Gate Park north (Dutch) and south (Murphy) windmills. Long-time SFB member Don Propstra is spearheading this project along with Friends of Recreation and Parks. (For a fundraising campaign packet, contact Marchpartners at 415-668-0763 or marchpartners@hotmail.com.)

Continued from Page 1 Executive Director

white garden clubbers from their Nob Hill penthouses”) have no credibility. In fact, support for the measure increased after voters heard arguments both for and against it!

We will also seek to immediately put into place interim controls to prevent the billboard industry from grabbing every piece of available real estate in anticipation of this ballot initiative.

This is by far the biggest undertaking that San Francisco Beautiful has initiated and one that we simply cannot do alone. We need the help of all of our members to fight what will be a costly and difficult campaign. We know that the citizens of San Francisco are with us on this. You can help us win the war on billboards! We need your time, your passion and your financial support. Please call Program Director Tamar Cooper at 415-421-2608 or email her at tcooper@sfbeautiful.org to join us. Thank you.

YERBA BUENA ALLIANCE A Tribute to Helen Sause

The Yerba Buena Alliance celebrates its tenth anniversary of serving the Yerba Buena Gardens neighborhood with a salute to Helen Sause, deputy director of the San Francisco Redevelopment Agency and project director for the Yerba Buena Center Redevelopment Area for much of its development. The occasion will be a gala breakfast on Wednesday, October 10, 8:30-10:00 am on The Esplanade at Yerba Buena Gardens. It will be a fundraiser for the Alliance and for children’s programs at the Children’s Learning Garden at Yerba Buena Gardens. Tickets are \$100. Contact: yballiance@yerbabuena.org or 415/541-0312.

Home Tour

San Francisco Historical Society presents, “Home Tour on the Heights.” This tour of historical and architecturally significant homes in Pacific Heights will be October 13th from 10-4. Tickets are \$20-25. Call 415-775-1111 or visit www.sfhistorical.org. Tickets can be purchased day of tour at event starting point – 2129 Vallejo.



Get Your SFB Insignia Tees and Hats

San Francisco Beautiful is so excited about our new logo that we’ve put it on t-shirts and hats. Be the first to wear a tasteful white tee and hat with a gorgeous SFB medallion-shaped insignia. Choose medium or large and long sleeve (\$20) or short sleeve (\$15) shirt. Hat comes in one-size fits all (\$15). Get the whole set or \$45. Send payment to SFB Tees and Hats, 41 Sutter Street, #709, SF, CA 94104. MasterCard and Visa welcomed. Call 415-421-2608 or e-mail sfb.sfbeautiful.org to order.

Rooftop Garden Booklet

Order a copy of SFB’s “Rooftop Gardens: From Conception to Construction.” Topics addressed include evaluating your rooftop, building modifications, city code requirements, deck materials and plant selection. For a copy of this 44-page illustrated booklet, send \$7 to San Francisco Beautiful.

MEMBERSHIPS

If you are not a member of San Francisco Beautiful, please become one today. Your contribution is tax-deductible to the extent provided by law.

- | | |
|--|--|
| <input type="checkbox"/> Friedel Klussmann Circle: \$5,000 | <input type="checkbox"/> Contributor: \$100 |
| <input type="checkbox"/> Corporate: \$1,000 | <input type="checkbox"/> Two New Memberships: \$70 |
| <input type="checkbox"/> Patron: \$500 | <input type="checkbox"/> Regular: \$40 |
| <input type="checkbox"/> Sustainer: \$250 | <input type="checkbox"/> Other: \$_____ |

- My company will match my gift.
- Send information on planned giving.
- I want to know more about SFB – send additional material.
- Enclosed is \$7 for the 44-page book, “Rooftop Gardens: From Conception to Construction”.

Name _____
 Company _____
 Address _____
 City _____
 State _____ Zip _____ Telephone () _____

Make checks payable to San Francisco Beautiful. For credit card payments:

Visa MasterCard Name on Card: _____
 Card # _____ Exp. Date: _____
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*Co-Chairs Susie and Mark Buell, Barbara and Douglas Engmann and Chandra and Robert C. Friese
cordially invite you to San Francisco Beautiful's*

2001 Beautification Awards Dinner

THURSDAY, OCTOBER 18th

Mark Hopkins Inter-Continental Hotel

One Nob Hill, San Francisco

Reception and silent auction at 6:00 p.m., followed by dinner at 7:15 p.m.



Special Guest Michael Krasny, Ph.D.
Host and Senior Editor of KQED Radio's
award-winning program FORUM addressing:
Enhancing the Pedestrian Experience

FEATURING

Dee Dee Workman

San Francisco Beautiful

Executive Director presenting:
The 2001 Beautification Awards



TABLE FOR 10 GUESTS

Benefactor Table @ \$10,000

Patron Table @ \$5,000

Sponsor Table @ \$2,500

Friend Table @ \$1,250

INDIVIDUAL TICKETS

Benefactor @ \$1,000

Patron @ \$500

Sponsor @ \$250

Friend @ \$125

RSVP by October 15th. Make checks payable to San Francisco Beautiful. Send to Ron Wong and Associates, 3608 16th Street, San Francisco, CA 94114. For details call 415-355-9988. FAX requests to 415-355-9977. Tickets will be held at the door. Your contribution is tax deductible to the extent of the law, less \$52 per event guest (ID# 94-6106011).

SAN FRANCISCO BEAUTIFUL

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