



Creating, Enhancing and Protecting the Unique Beauty and Livability of the City

VOL. 16 NUMBER 3

THE CABLE

WINTER 2002

BILLBOARD ISSUES: REGISTRATION, RELOCATION, REMOVAL AND LANDMARKING

San Francisco Beautiful is working on several billboard-related pieces of legislation wending their way through City Hall. Each will have an impact on the billboard controls stipulated by the No New Billboards/Prop G ballot initiative, approved by the voters in March.

Billboard Registration Legislation

Supervisor Mark Leno recently introduced legislation that will require each billboard to be annually registered with the city. The initial registration fee will be between \$200-\$400, depending on the size of the billboard. Once the initial registration fee is paid, the annual registration

Continued on Page 6

AWARDS DINNER Another Great Success

On October 30th, the Mark Hopkins' Peacock Court and Room of the Dons overflowed with friends of San Francisco Beautiful and the 2002 Beautification Award winners. Guests burst into applause and cheers as award sites were presented in a cleverly written narrative by Executive Director Dee Dee Workman. Awardees reflected the city's geographic and cultural diversity, the dedication of those who call this city home and the joined efforts of our public and private sectors coming together to make truly great things happen. Many thanks to those who sponsored the dinner and were a part of this annual event. See Page 4 for more details.



Photo by Sheila Kolenc

Dogs frolic in Dolores Park; 17 parks in the city have off-leash areas.

PROPOSED ORDINANCE WOULD CHANGE CITY-WIDE DOG POLICY

Supervisor Leland Yee has proposed legislation to dismantle the current policy for off-leash dog areas in city parks. The existing policy was developed and is being implemented by the Recreation and Parks Department and the Dog Advisory Committee (a group of community/park stakeholders representing the interests of children, open space, the environment and dog owners). Seventeen San Francisco parks now have off-leash areas for dogs. This number is expected to increase over time.

Supervisor Yee's legislation would nullify the existing policy and states that by July 1, 2003, the default status of virtually all Recreation and Park Department land would be "voice control" or off-leash. The proposed legislation also restricts who can be represented on the City's Dog Advisory Committee to dog advocate groups. It excludes from the process other park/community stakeholders who sit on the current committee. In addition, if the Dog

Advisory Committee and the Recreation and Park Department cannot reach a consensus on a policy for dogs in a particular park, the Board of Supervisors would be required to decide the policy for that park.

San Francisco Beautiful encourages the goal of providing off-leash areas in all San Francisco neighborhoods. However, we are concerned that Supervisor Yee's legislation discounts the current policy developed by the Recreation and Parks Department and many park stakeholders. SFB believes that it is not the Board of Supervisors' role to determine the off-leash status of each park. This responsibility should remain with the Recreation and Parks Department and the current Dog Advisory Committee.

The legislation is waiting to be heard by the Board of Supervisors' Neighborhood Services and Recreation Committee.

PRESIDENT'S REPORT: Web Enabled

Building on Sheila Kolenc's past effort, San Francisco Beautiful is about to embark on a major upgrade of our web site at www.sfbeautiful.org. The web site rebuilding will proceed incrementally and will likely take several months. Frequent updates of the information on the site will occur thereafter.

A plan for the web site content has not yet been finalized. However, possible components include:

- ◆ **About Us** – SFB's history, mission, Board of Directors, staff, committees, alliances, annual action plan, frequently asked questions, and how to contact us.
- ◆ **Membership** – Categories, benefits, on-line application form.
- ◆ **Grants Program** – Purpose, criteria, eligible organizations, deadlines, past recipients (map with embedded photos and descriptions), frequently asked questions, on-line application form.
- ◆ **Beautification Awards** – (Same general components as under the Grants Program above.)
- ◆ **Newsletter** – Current issue, past issues, submittal opportunities and selection criteria (e.g., announcements, letters to the editor).
- ◆ **Other Publications** – Important announcements, SFB in the news (scanned newspaper articles, etc.), Board

meeting minutes, committee reports, press releases, letters received, member bulletin board/newsgroup, etc.

- ◆ **Master Calendar** – SFB meetings open to the membership, other important meetings (e.g., testimony opportunities before the Board of Supervisors), alliance organization meetings, events of general interest (e.g., forthcoming SF Historical Society tours).
- ◆ **Who's Who on SFB Issues and Actions (with click-throughs for bios, telephone numbers, email addresses, etc.)** – Key government agencies and public officials, non-profits, foundations, corporations, etc.
- ◆ **Other** – SFB store (t-shirts and other items), additional resources (books, web sites, etc.), archives (e.g., annual reports, Prop G campaign materials).

SFB's web site will become one of the principal benefits that our organization offers its members and the wider community. We welcome your ideas on what the SFB web site should encompass, including the content, presentation format, areas that should be available only to SFB members, and other comments.

Gilbert H. Castle, III
President, Board of Directors

New Board Member



Janis MacKenzie, president of MacKenzie Communications Inc., has joined the board of San Francisco Beautiful. Janis has owned her marketing communications company for 20 years, working with a variety of organizations, both in the corporate and non-profit sectors.

"This city has been a wonderful place for me to build my business and my life outside of work," she said. "This city truly

is a special place, and that character needs to be guarded and nurtured. I was attracted to SFB because of the many fine organizations and individuals who are involved, and the fact that SFB puts its words into action, fighting to retain the beauty of our city. I hope to use my marketing expertise to 'spread the word' about SFB to a wider audience, which is especially important as the organization begins its first annual fundraising campaign."

Janis is active in other organizations as well, including Saint Francis Hospital Foundation (with fellow board member George Flaherty), Fort Mason Foundation, the Japan Society, and the British American Chamber of Commerce. Her husband, Dennis Conaghan, is the chief operating officer of the San Francisco Chamber of Commerce. "Our hearts — and our work — are inextricably entwined with San Francisco," Janis said.



Photo by Sheila Kolenc

Gil addresses Awards Dinner crowd.

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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 the unique beauty and livability of the City.

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Growing Greener School Grounds Conference ... A SMASHING SUCCESS!



Growing Greener School Grounds Conference participants listen to strategies for developing a green schoolyard movement.

Photo by Vidya Tikku

If you pass by Alice Fong Yu Alternative School in the Inner Sunset, San Francisco Community School in the Excelsior, or Ulloa Elementary School in the Outer Sunset, you may notice school grounds that are a bit greener and more vibrant than before. There is good reason for this change. On October 25th and 26th over 200 teachers, parents, architects, community members and public officials came from all over San Francisco and the Bay Area as well as Vermont, Illinois, Oregon and even Canada to participate in the San Francisco Green Schoolyard Alliance's first Growing Greener School Grounds Conference. This event, sponsored by San Francisco Beautiful, SPUR and the San Francisco Unified School District, was packed with informative presentations by local and international leaders in the green schoolyards movement. In addition, conference attendees participated in hands-on workshops that enhanced the schoolyards of the three public schools hosting the conference.



Designing and building outdoor classroom seating.

Photo by Sharon Danks

With funding from San Francisco Beautiful, conference participants planted various native and agricultural garden areas. Some built an outdoor seating structure in the shape of a shark (Ulloa Elementary's school mascot), created a mosaic mural and constructed a tunnel made of willow (S.F. Community School), and installed a pond pump and solar panels to power the pump (Alice Fong Yu). Others learned how to incorporate green learning spaces into their school grounds and curriculum. Each workshop instructor provided conference participants with a wealth of information to take back to their own schools.



Gardening 101 workshop in action.

Photo by Tamar Cooper

Conference participants were also introduced to inspiring examples of outdoor learning environments built all over the world. Sharon Danks, a local environmental planner, researcher and green schoolyard expert, offered conference participants a look at successful green schoolyard models that teachers, parents and surrounding communities have created on school grounds around the corner and around the world. Cam Collyer, the National Manager of Evergreen's Learning Grounds Program in Canada, presented successful planning strategies currently being used in Canada to elicit institutional and

grassroots support for creating and maintaining outdoor learning environments.

The conference is generating a great deal of momentum for the green schoolyard movement in the City. The San Francisco Green Schoolyard Alliance (SFGSA) intends to build on that momentum by providing mini-grants and other supportive services to San Francisco public schools wanting to create or enhance a green schoolyard. With support from the David B. Gold Foundation and the Foundation for Ecology and Culture, the SFGSA will offer mini-grants to San Francisco public schools committed to creating and sustaining outdoor learning environments on their grounds. In the coming months, the SFGSA will also be developing an action plan for implementing a green schoolyard vision for the City.

For more information about the SFGSA or the mini-grants program, please contact Tamar Cooper, Program Director at San Francisco Beautiful at (415) 421-2608 or tcooper@sfbbeautiful.org.

MINI-GRANTS – Funds available to enhance your school's outdoor spaces!

The San Francisco Green Schoolyard Alliance is proud to announce its first round of mini-grants!

The SFGSA is committed to promoting the creation of outdoor learning environments. If you are a part of an organized group effort to green your San Francisco public school but need some funds to pay for supplies and materials, please contact Tamar Cooper, Program Director at San Francisco Beautiful for more details.

MANY THANKS TO THE DINNER SPONSORS AND AUCTION ITEM DONORS FOR MAKING THE 2002 AWARDS DINNER EVENT SUCH A GREAT SUCCESS!

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Photo by Sheila Kolenc

Volunteers make the reservation table run smoothly: (l to r) Jennifer Bing, Melinda Capiraso, Mary Murphy, Michael Cihak, and Agnes Chen Brown.

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SFB board member Edmond Hon with Ron and Janie Mah and Vera Bland.

Photo by Sheila Kolenc



Photo by Tamar Cooper

Beautification Award winners are all smiles after accepting award certificates and original drawings of their award sites by Allan Calder.

Individual Benefactors (\$1,000)

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Photo by Sheila Kolenc

Dinner guest Carmen Clark with award winner Rick Laubscher and SFB board members Marilyn Duffey and Christina Bui.

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Mara Feeney
US Senator Dianne Feinstein
Alfonso Felder, San Francisco Giants
Al Finnell with Lincoln Financial Planners
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Folie à Deux Winery

Continued on next page



Beautification Award winners Mama Sylvia with teens from Girls 2000.

Photo by Sheila Kolenc

SFB COMMENTS ON MID-MARKET REPORT

San Francisco Beautiful maintains a key interest in the projects and plans proposed by San Francisco's Redevelopment Agency. Over the past eighteen months SFB has been reviewing the plans, goals and objectives being developed for the proposed Mid-Market Project Area. The Redevelopment Agency recently released a Draft Environmental Impact Report (DEIR) describing the proposed plan for the area and the potential physical impacts if developed according to this plan.

San Francisco Beautiful reviewed the DEIR and has submitted comments to the Redevelopment Agency. We urged the Redevelopment Agency to be more specific when describing the project area's demographics. This is necessary to illustrate and understand the needs of those within the project area. We also felt that the EIR should provide clearer maps as well as specify and document the buildings in the project area classified as historic resources by the Planning Code. In addition, SFB requested that the plan's examination of impacts on cultural resources include any detrimental impacts on the retention of significant buildings

when development incentives are encouraged for anything other than building retention. SFB also noted that the plan's proposed mitigation measures for historic building demolition do not appear to be adequate. We recommended that the South of Market Survey commissioned by the city and conducted by San Francisco Architectural Heritage as well as the City's own historic/significant resources survey be considered and discussed in this EIR.

In order to fulfill the city's commitment to being a 'transit-first' city, SFB recommended that a Transportation Demand Management Program be implemented for all businesses in the Mid-Market area to further reduce demand on MUNI and parking. We also proposed that the Redevelopment Agency consult a wind expert to identify potential wind impact in the area and to determine the best configuration and design of new buildings. Finally, we requested additional clarification on the creation and implementation of the project area's design review guidelines and the implementation of various development incentives created for this project area.



SFB funds will aid in expanding the Japantown Litter Hawk program.

Photo by Sheila Kolenc

4TH QUARTER KLUSSMANN GRANTS

San Francisco Beautiful ends its year of giving with \$12,700 in grants to three projects that aim to improve the City's economic vitality and to beautify its outdoor areas. The fourth quarter grant cycle brings the year-end total to \$50,000.

Tenderloin Neighborhood Development Corporation, Ambassador Hotel Landscaping – TNDC's plan to rehabilitate the Ambassador Hotel now includes streetscape landscaping thanks to SFB's \$3,700 grant. Street trees and planters will improve the image of the area making it more attractive to visitors and improving the economic vitality of the area.

Strybing Arboretum Society, County Fair Building Replanting Project – The entrance to Strybing Arboretum is being beautified with \$3,000 from SFB (and a match from board member Robert C. Friese) to replant the highly visible area around the County Fair Building.

Japantown Task Force, Inc., the Keep Japantown Clean sidewalk cleaning program – San Francisco's Japantown is one of only three Japantowns left in the United States and the Japantown Task Force is promoting its economic development, housing and cultural integrity. To aid in this effort, they have purchased a Litter Hawk Machine that scrubs the sidewalk and picks up debris. SFB's \$3000 will go toward outreach materials to aid in expanding its use to churches, businesses and community organizations in the area.

Awards con't from Page 4

Peter Fortune
Friends of Recreation & Parks
Gap Inc.
Gaylord India Restaurant
Goat Hill Pizza
Golden State Warriors
Grapeleaf Cellars
Harris' Restaurant
Hornblower Cruises & Events
Lamplighters Music Theatre
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Restaurant Lulu & Azie
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Ripley's Believe It or Not
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Sacramento Kings
San Francisco Ballet
San Francisco Giants
San Francisco Marriott
San Francisco Museum of Modern Art
San Francisco Opera
San Francisco Performances
San Francisco Tennis Club
San Francisco Zoo
San Jose Museum of Art
See's Candies
Six Flags Marine World
Sorensen's Resort
Sunset Sauna
Tante Marie's Cooking School
Tommy Toy's Cuisine Chinoise
Uno's Bar & Grill
Vichy Springs Resort
Wax Museum
Westin St. Francis Hotel
Winchester Mystery House
Ken Wong
Yerba Buena Center for the Arts

Awards con't from Page 1

BILLBOARD ISSUES:

fee for each billboard will be \$50-\$200. If a billboard company is in good standing with all of their billboards for three years, they can apply to reduce their annual registration fee to between \$25-\$100. If the billboard company fails to register a sign or registers a sign that was unlawfully erected, they will be assessed a \$10,000 baseline penalty plus \$100 per day until the billboard's non-compliance is abated. These registration fees and penalties will pay for administration and enforcement of the city's existing billboard regulations.

San Francisco Beautiful is working on several billboard-related pieces of legislation wending their way through City Hall.

SFB supports this legislation. By funding enforcement through registration, the city will be taking an important step towards abating illegal billboards in our city. However, the registration fees outlined in the legislation are too low to be taken seriously by billboard companies and should not be reduced after three years.

Billboard Relocation Legislation

San Francisco Beautiful has been working with Supervisor Aaron Peskin to draft legislation codifying the process for relocating billboards as mandated in Proposition G, the No New Billboards measure. The legislation requires that before a billboard company can apply to relocate its billboards it must submit a current inventory of all its signs in the City and verify that they have been registered with the City. A billboard company that has been given approval to relocate billboards must still apply for a conditional use permit before the relocation can take place.

Billboard Identification Legislation

In April 2001, legislation that required each billboard to post its permit number was passed by the Board of Supervisors. Billboards that did not have a permit number

but were erected before the city's 1966 billboard survey would be issued alternative identification numbers. Since this legislation passed, a billboard company has filed suit against the city claiming that the last portion of this legislation (pertaining to the alternative identification number) was added after the legislation was reviewed by the Planning Commission. In order to settle this lawsuit, the city has drafted a change to the original legislation. The new version of the legislation expands the right to assign an alternative identification number to billboards installed after 1966, if there is evidence that a sign was legally authorized at the time it was installed.

In order to ensure that illegal billboards are not legitimized, San Francisco Beautiful will work with the Planning Department to develop the process that verifies the legality of billboards.



Light from this sign at 274 Brannan Street disturbs nearby residents.

Photo by Sheila Kolenc

274 Brannan Lightbox Removal

Supervisor Chris Daly sponsored a resolution that will authorize Clear Channel Outdoor Inc. to seek conditional use authorization to remove the light box

at 274 Brannan Street (in South Beach) as well as nine small billboards around the city in exchange for allowing them to erect two separate two-sided billboards and change the 274 Brannan billboard into a sign that flips its façade at regular time intervals (a flipper box).

San Francisco Beautiful requested that this resolution be tabled until the aforementioned billboard registration and relocation legislation has been finalized. In order to ensure the proper implementation of the relocation clause of the No New Billboards measure, it is important that all San Francisco billboards are registered and that there is a uniform policy in place for relocating existing legal billboards.

Shasta Sign and Illegal Billboard at 995 Market

During a harsh windstorm in late 2001, some panels affixed to the south side of the tower at 995 Market Street blew off. The remaining panels were removed shortly thereafter to reveal a sign for Shasta Cola that was painted on to the tower 50+ years ago. The Landmarks Preservation Advisory Board recently included the Shasta sign in its work program for 2002-2003. This means that the sign is one step closer to being designated as a landmark.

San Francisco Beautiful opposes the landmarking of this sign because it is an abandoned billboard which was covered up in 1963. In addition, Shasta Cola plans to use the sign to market its product, making it an active outdoor general advertisement.

Even as Shasta Cola attempts to landmark its abandoned billboard at 995 Market, San Francisco Wallscape (SFW), a local billboard company, has filed a lawsuit against the City to keep a billboard they erected on the same site. The Planning Department ruled the SFW billboard illegal in August 2002 and assessed

\$1,750 per day fines against SFW. Unfortunately, SFW won a successful injunction against the fines. The lawsuit regarding the legal status of the SFW billboard is pending.

**FROM THE
EXECUTIVE
DIRECTOR
DEE DEE
WORKMAN**



The end of the year is when many people traditionally make donations to the charitable organizations of their choice. If you are among those planning year-end contributions, please consider augmenting your regular SFB membership with an additional gift to San Francisco Beautiful. Contributions help fund all of SFB's important work through the course of the year to preserve and enhance the quality of life of this city we call home.

From Hayes Valley to Bayview-Hunters Point, from the Mission to the Marina, we have worked closely this year with community groups to help restore neighborhood parks and preserve precious architectural and historic resources. We have prevented new billboards from ever being erected in San Francisco, launched the Green Schoolyard Alliance to create garden programs in all of our public schools, and have supported sidewalk cleaning and graffiti removal programs throughout the city. Effectively utilizing the skills and talents of our remarkable board, we have developed informed and well-reasoned public

positions on matters ranging from the Presidio Trust Draft Implementation Plan to the Mid-Market Redevelopment Plan. We have championed environmentally sound and urban-friendly transit programs including the free Golden Gate Park shuttle and the F-line historic streetcars.

San Francisco Beautiful protects the City's assets from the forces of neglect and decay by giving the citizens of San Francisco a voice. Yet, we can only be effective champions of the City with the continued support of our membership. Please consider giving a year-end gift to San Francisco Beautiful today.



Photo by Tamar Cooper

LAKE MERCED UPDATE

There has been measurable progress in recent months in the effort to restore the water of Lake Merced to a healthier level.

Daly City, which has historically depended on the lake's underlying aquifer for much of its drinking water, has signed a contract to construct a recycled water facility to be built within approximately eighteen months. Once the facility is operational, the local golf courses will also draw most of their irrigation water from it, rather than from the aquifer as they do now. In addition, the cities of San Bruno, South San Francisco and Daly City have all signed conjunctive use agreements with San Francisco enabling them to use Hetch Hetchy ground water when available, rather than water from the aquifer for drinking water. All of these measures will reduce the need to pump water out of the aquifer which feeds Lake Merced.

The San Francisco Public Utilities Commission has also recently added water to the lake in an effort to bring the lake water up to the targeted level of 18.5 feet. A heavy rainstorm in October helped replenish the lake level as well.

The Lake Merced Task Force is awaiting word from the California State Coastal Conservancy on the disposition of the grant the task force submitted (coordinated and written by SFB Program Director Tamar Cooper) to fund habitat restoration, a fishery study as well a pedestrian pathway study and construction.

MEMBERSHIPS / SALES

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.

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- Corporate: \$1,000
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- Contributor: \$100
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- Regular: \$40
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- For shirts indicate: _____ Med _____ Large
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- Roostop Gardens: From Conception to Construction* (44-page book): \$7.00

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Happy Holidays From the Board and Staff of San Francisco Beautiful



Photo by Sheila Kolenc

San Francisco Beautiful board members: (back row, l to r) Bob Friese, David Hayes, Milo Hanke, Mark Ryser, Gil Castle, Julia Viera, (front row, l to r) Tim Kochis, Program Director Tamar Cooper, Jean McClatchy, Janis MacKenzie, Rosabella Safont, Susan Tan Luo, Executive Director Dee Dee Workmam, Marilyn Duffey. Not shown: Michael Alexander, Christina Bui, Robin Chiang, Mara Feeney, George Flebarty, Peter Fortune, Edmond Hon, James Lazarus, Tito Patri, Gretchen Sleeper, and Operations Director Sheila Kolenc.



Rooftop Garden Booklet

SFB's "Rooftop Gardens: From Conception to Construction" addresses evaluating your rooftop, building modifications, city code requirements, deck materials and plant selection. For this 44-page illustrated booklet, send \$7 to San Francisco Beautiful.

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