



Creating, Enhancing and Protecting the Unique Beauty and Livability of San Francisco

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THE CABLE

WINTER 2003



The 2003 Beautification Award winners received original artwork by board member Robin Chiang. Shown here is 16th Street BART Plaza. See inside for awards dinner details.

SFB AWARDS DINNER GREAT SUCCESS

Invasion of New Signs – CITY/SFB FIGHT BACK

For nearly two years Proposition G, the No New Billboards measure sponsored by SFB, has successfully stopped the proliferation of new vinyl wallscape ads and other types of general advertising signs in San Francisco. Unfortunately, a new type of billboard, with a design far less conspicuous than its oversized relatives, has infiltrated San Francisco's neighborhoods and thoroughfares. These signs, no larger than movie posters and usually encased in silver frames, are installed on poles in parking lots and on the sides of buildings in neighborhoods and commercial districts.

Most, if not all, of these signs do not have general advertising sign permits and are therefore illegal. Some are erected without even attempting to obtain a sign permit. Others initially contain advertisements for businesses located on the site – which is legal – and then change the sign to off-site, general advertising soon after. The City's Planning Department also found that applicants planning to erect these types of backlit signs were submitting only electrical permit applications but not the required sign permit application.

Now the department is using billboard legislation SFB helped draft to identify and cite those responsible for posting these illegal signs. If the cited signs are not removed, the Planning Department will

impose administrative penalties of \$2,500 per day for each sign violation issued. In November, the city identified twelve buildings with as many as five of these signs attached to their facades.

For some time now, SFB has been working with the Planning Department to identify and report illegal billboards. Some of the "movie poster" signs that the Planning Department cited were identified and documented by SFB earlier this year.

You can help rid the city of illegal billboards! Report all potentially illegal signs to the Planning Department. Provide address and description of property the sign is attached to; company ID on sign; and date documented plus a picture of sign (historical picture of site without sign is also very helpful).

Send information to: Ken Chin, Code Enforcement, S.F. Planning Department, 1660 Mission St., 5th Fl., San Francisco, CA 94103; E-mail: Ken.Chin@sfgov.org



Photo: Tamar Cooper

Movie-poster sized signs plaster the side of this Chinatown building.

SFB Building Bridges to Improve Quality of Life

San Francisco Beautiful's name is becoming increasingly recognizable in the City. Over the last three months, we have sought and have been sought out to offer insight into various quality of life topics.

MEETING WITH CITY OFFICIALS

Lawrence Badiner, Acting Director of the Planning Department, met with SFB to discuss the immediate need to implement a process to weed out illegal billboards in our city. In addition, David Alumbaugh, an urban designer with the department's Long Range Planning Section, presented SFB's Public Affairs Committee with a draft of the Downtown Neighborhoods Initiative. The report outlines the building blocks for creating "livable neighborhoods" while maintaining light industry in the City's Downtown and SOMA neighborhoods. Alumbaugh requested SFB's input on the draft initiative.

SFB also met with Edwin Lee, the Director of the Department of Public Works on the future of above ground utility boxes. At the Director's request, SFB is developing comments, suggestions and research to submit to the department that will help it ensure that existing and new utility boxes located on our streets are either undergrounded or are designed to be less visually and physically obtrusive. For more information on this topic, see page 3.

NETWORKING WITH COMMUNITY GROUPS

SFB's Public Affairs Committee received presentations from Plan C and SFSOS, two relatively new San Francisco community groups focused on "Quality of Life" issues in San Francisco. These meetings were informative and provided us with new resources as well as a necessary informal networking opportunity.

PRESIDENT'S REPORT



GILBERT H. CASTLE, III

“Is SFB MAKING A DIFFERENCE?”

One of the questions recently raised by our Strategic Planning Committee is how effective we are in fulfilling SFB's mission. I am particularly interested in that question, not only because I am deeply passionate about San Francisco, but also because I don't want to see us wasting our annual budget (currently about \$500,000) or thousands of invested hours by staff, board members, volunteers, and others. My initial thoughts on how we might measure our past and future performance focus on four areas.

LEGISLATION – Arguably SFB can have no greater impact on San Francisco's present and future than through significant participation in the drafting, approval, and enforcement of laws governing the city's evolution. SFB came into being, after all, through Freidel Klussmann's successful efforts to stop City Hall from dismantling the cable cars. During the last two years or so San Francisco Beautiful has:

- ◆ Initiated, promoted, and received an astounding 79% approval vote on Prop G – “No New Billboards”;
- ◆ Been solicited for input by Supervisors Peskin, Newsom, Ma, and Sandoval to help draft laws pertaining to billboards, banners, signs on utility poles, etc.;
- ◆ Worked closely with the Planning Department to enforce billboard ordinances, including filing an Amicus Curiae brief in a successful law suit against an illegal billboard;
- ◆ Testified at innumerable Board of Supervisor hearings and written countless

SFB serves as an “honest broker” and cheerleader ...

letters, including most recently a letter that contributed to civic leaders seriously questioning the PUC's public participation process in the design of a highly visible water tower in McLaren Park.

GRANTS – “Put your money where your mouth is!” SFB is unusual in that we do just that, in two ways:

- ◆ The Freidel Klussmann Grants Program has distributed over three-quarters of a million dollars to neighborhood associations and other community groups that have few other options, and SFB intends to keep increasing the Grants Program budget annually;
- ◆ SFB has helped affiliated coalitions obtain funding from third parties, such as the Committee to Save the Golden Gate Park Windmills, the S.F. Green Schoolyard Alliance, Friends of the Geneva Office Building and most recently, a \$474,385 grant from the California State Coastal Conservancy to help restore Lake Merced.

COMMUNITY EMPOWERMENT – SFB serves as an “honest broker” and cheerleader in bringing together neighborhood associations, government agencies, and other interested parties to solve specific problems. Probably the best examples of coalitions that SFB was instrumental in launching or supporting and which are going strong are those to:

- ◆ Restore Lake Merced, involving more than 50 organizations,
- ◆ Restore and adaptively reuse the Geneva Office Building (a landmark building saved from destruction), involving various neighborhood groups, S.F. Recreation and Park and Planning Departments, Muni, BART, CalTrans, and
- ◆ Support out-door learning environments in San Francisco's public schools through S.F. Green Schoolyard Alliance by offering resources, networking, funding and technical assistance.

EDUCATION – All the above activities receive double credit as means by which SFB has achieved leverage by educating citizens, government officials, and others on matters important to us. More direct examples include:

- ◆ Dee Dee Workman's exceedingly popular presentation of our Beautification Awards at SFB's Annual Dinner;

- ◆ SFB's newsletter and soon to be launched, completely revamped Web site;
- ◆ Articles and editorials appearing periodically in the Chronicle, Independent, and other newspapers;
- ◆ Speeches given to community groups, usually by Dee Dee but sometimes by myself and others on the Board of Directors; and
- ◆ New approaches, including our recent sponsorship of a Mayoral Candidates Forum attended by all the leading candidates, and especially the five wonderful SFB segments on “Henry's Garden” on KRON4.

By these four measures, my sense is that SFB is indeed being effective. I hope you agree, and will continue to support our efforts however you can.

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San Francisco Beautiful, founded in 1947 by Freidel Klussmann, is a nonprofit 501(c)(3) organization dedicated to creating, enhancing and protecting the unique beauty and livability of San Francisco.

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Most Mayoral Candidates Refrain from Posting Signs on Utility Poles

This year's mayoral election illustrates the far reaching success SFB has enjoyed in curbing the proliferation of billboards and other signs blighting our city's landscape.

Every election season the city's public utility poles are draped in signs supporting or opposing various candidates and ballot measures. While political campaigns credit these signs with providing name recognition, the high volume of signs posted are a major source of clutter and blight in San Francisco's neighborhoods and major thoroughfares. They are merely an unsightly distraction rather than a venue for voter education. And even though signs on utility poles were up in force this election season, one group of signs was – for the most part – missing: those touting mayoral candidates.

Mayoral run-off contender Matt Gonzalez publicly resolved not to plaster utility poles with his campaign signs and even went so far as to challenge his fellow candidates to do the same. Gonzalez, one of the five supervisors to place the successful “No New Billboards” measure (Prop G) on the March 2002 ballot, asserted that “San Franciscans are already inundated with commercial billboards – the public needs a break from the glut of overbearing paid advertisements that clutter the San Francisco landscape.”

While some neighborhoods did see signs posted on utility poles, the majority of mayoral campaigns (prior to the runoff) did not invest significantly in this method of advertising and kept most of their signs on private property.

SFB commends all those candidates who refrained from posting their signs on utility poles. We hope the example they have set starts a welcomed trend.

Even so, San Francisco was not spared the glut of utility pole signs for other election races and propositions. In addition, sidewalks and doorways littered with campaign literature were unfortunately still prevalent. For these reasons, SFB supports the passage of Supervisor Fiona Ma's sign/handbill legislation, which would prohibit both the distribution of unsecured handbills and the posting of signs on public utility poles.

McLAREN PARK WATER TOWER REDESIGN STILL PENDING

The Civic Design Review Committee of the San Francisco Arts Commission has given the Public Utilities Commission (PUC) another opportunity to crown San Francisco's southern skyline with a redesigned La Grande Water Tower more befitting its site. After hearing testimony from SFB and other concerned citizen groups, the committee reversed the project's status from “Contract Document Review” to “Design Development Review” – a more conceptual design phase – and requested that the PUC return with two additional design schemes. While this decision does not take the already proposed scheme out of consideration, it does open up the possibility of a more inspired design to take its place.

The current La Grande water tower, located in McLaren Park, is one of San Francisco's most conspicuous landmarks, visible from south facing views throughout the city. The need to replace this tower provides the PUC with an exciting opportunity to create a beautiful visual landmark that the surrounding community and the City can be proud of. SFB maintains that the design currently proposed by the PUC squanders that opportunity by not meeting the aesthetic standard necessary for a structure with such a significant impact on San Francisco's unique skyline.

The Civic Design Review Committee's action is a step in the right direction.

SFB REVIEWS PROPOSED REGULATIONS ON ABOVE GROUND UTILITY BOXES

A decade ago SFB began to advocate for undergrounding electrical wires and above ground utility boxes. Today, our Public Affairs Committee continues to look for opportunities to advance this effort. Recently the committee hosted an informative conversation with Edwin Lee, the Director of the Department of Public Works (DPW), regarding above ground utility boxes and the regulations DPW is developing regarding their placement, use and visual/physical impact on our city sidewalks and neighborhoods.

... Comcast Cable to install 300 utility boxes in San Francisco.

DPW recently entered into a contract with Comcast Cable to install 300 utility boxes in San Francisco. This contract is the basis for draft regulations that DPW is developing to ensure that the city is informed of plans to erect utility boxes and can properly monitor the box site selection, construction and use, especially in the neighborhoods. The regulations also call for public notice to tenants and property owners in close proximity to a proposed utility box site.

We are reviewing the contract and will provide DPW staff with our comments. In addition, we are researching utility box undergrounding alternatives and ways to conceal the equipment in a more aesthetically acceptable manner.

SCHOOL BOND PASSES: Money for Greening Schoolyards

San Francisco voters overwhelmingly supported Proposition A, the \$295 million bond measure on the November 2003 ballot. Along with major structural upgrades to schools in the greatest need, 13 schools will also receive funds to create outdoor learning environments to enhance their existing green schoolyards. The San Francisco Green Schoolyard Alliance (SFGSA), which SFB helped launch in 2001, was instrumental in securing this funding within the bond's budget.

Green Schoolyard Conference Set for 2004

The SFGSA will produce its second Growing Greener School Grounds Conference in Fall 2004. The Alliance's first conference in 2002 was an enormous success with over 200 attendees hailing from all over the Bay Area and the United States. Fourteen workshops – hosted at three San Francisco public schools – with topics ranging from “Create a Bird and Butterfly Garden” to “Brighten up the Schoolyard with Tile Mosaics” – were offered. The SFGSA plans to build on last year's accomplishments and make the next conference an even greater success. Mark your calendars.

Dinner's Success Team Effort

It was another incredible event ...

The success of San Francisco Beautiful's 2003 Awards Dinner is due to the support of dinner co-chairs Barbara and Douglas Engmann, Chandra and Robert C. Friese, and Meagan Levitan and Dale Carlson; the generous contributions of sponsors; and the engaging awards program written and presented by SFB's Executive Director Dee Dee Workman. The evening's smooth execution can be credited to the professional staff of the Mark Hopkins Continental Hotel and the impeccable coordination of Ron Wong and Associates. In addition, insightful words by Board President Gil Castle and lighthearted banter by Master of Ceremonies Henry Tenenbaum of KRON4 ably guided the 402 dinner guests through the evening's program. We say Thank You to all.



Board members George Fleharty, Carmen Clark and Marilyn Duffey (far right), flank Supervisor Bevin Duffy.

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BCDC Executive Director Will Travis with Board member Robin Chiang at the auction table.

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2003 BEAUTIFICATION AWARD WINNERS



FRIENDS TABLES

Asian Art Museum
Bank of the Orient
BART
Carmen Clark Consulting
Carter & Burgess
Gilbert H. Castle III
Marilyn Duffey
Far East National Bank
George and Nancy Fleharty
Milo F. Hanke Jr., CFP
Hanson Aggregates
Meagan Levitan and Dale Carlson
Norcal Waste Systems/Sunset Scavenger Company
Tito Patri

DONOR TICKETS

F. Warren Hellman
See's Candies, Inc.
Mr. & Mrs. Steven Swig



Master of Ceremonies Henry Tenenbaum.



Award winners from Glen Canyon Park Habitat Restoration Project: Rec. and Park's Lisa Wayne with volunteers Richard Craib and Jean Conner.

SUPPORTER TICKETS

Martha Hertelendy
Julia Viera

SILENT AUCTION

Items Well Received

Thank you to all those businesses and individuals who donated to the Awards Dinner Silent Auction. Your contributions, on display during the dinner reception, created an air of excited anticipation for those vying for the best bid.

Alana's Café
Alioto's Restaurant
American Conservatory Theater
Anchor Brewing Co.
Aquarium of the Bay
Asian Art Museum
Balboa Café
Bay Area Discovery Museum
Bay Meadows Racecourse
Ben & Jerry SF Scoop Shops
Berkeley Repertory Theatre



Award winners from Corvin Street Community Garden: Elaine Lissner, Bill Murphy and Reginald Baird.

Bill Graham Presents/Clear Channel Entertainment
Bill's Place
Blackhawk Museum
Blowfish Sushi To Die For
Blue & Gold Fleet
Hon. Willie L. Brown Jr., Mayor, CCSF
Buena Vista Winery
Build-A-Bear Workshop
Burlingame Pilates Studio
Café Riggio
California State Railroad Museum
Calzone's
Dale Carlson Chabot Space and Science Center
Robin Chiang
Cole Hardware
Dandelion
DiPietro Todd Salon
Dottie's True Blue Café
Executive Inn & Suites Embarcadero Cove
Exploratorium
Alfonso Felder
Festoon Salon Fine Arts Museum

Fior d'Italia
 Folie à Deux Winery
 Peter Fortune
 Glen Ivy Hot Springs Spa
 Goat Hill Pizza
 Charlie Goldensohn
 Grigich Hills Cellar
 Guenoc and Langtry Estate Vineyards and Winery
 Milo F. Hanke, CFP
 Harbin Hot Springs
 Lyaall F. Harris
 Harris' Restaurant
 David Hayes
 The Hiller Aviation Museum
 Dan Hodapp
 HomeChef
 Korbel Champagne Cellars
 Holiday Lodge
 Lawrence Hall of Science
 Jim and Ann Lazarus
 Liz Larsen Designs
 Dr. Bruce Marcucci
 Mark Hopkins Inter-Continental Hotel
 Mary Thé Skin Care
 Mom is Cooking
 Noe Valley Bakery
 North Coast Brewing Co. Inc.
 Oakland Museum of California
 Oakland Zoo



BART's Tom Radulovich with Rod Freebairn-Smith and Janet Crane.

Oseito Bathhouse for Women
 Palio d'Asti Restaurant
 Paramount's Great America
 Pier 39
 Pinnacle Fitness
 Red & White Fleet
 Rick's Restaurant & Bar
 Ripley's Believe It or Not!
 Roaring Camp Railroads
 Rotunda Restaurant
 San Francisco Ballet
 San Francisco Museum of Modern Art
 San Francisco Opera
 San Francisco Symphony
 San Francisco Zoo
 San Jose Sharks
 Santa Anita Park
 Seoma's
 See's Candies
 Smuin Ballets/SF
 Sonoma TrainTown Railroad
 Sorensen's Resort
 Starbucks Coffee Company
 The Stinking Rose: A Garlic Restaurant
 Sunset Day Spa
 Synergy Designs
 Tahoe Biltmore Lodge/Casino
 Tante Marie's Cooking School
 The Tech Museum of Innovation
 Tommy Toy's
 Cuisine Chinoise University of California, Berkeley
 USS Hornet Museum
 Vichy Springs Resort
 Wax Museum
 Westin St. Francis Hotel
 Winchester Mystery House
 WNBA Sacramento Monarchs
 Ken Wong

Award Photos: Sheila Kolenc

REPLACING DOYLE DRIVE

By Michael Painter

The seismically unstable Doyle Drive makes up the 1.6-mile route of Highway 101 through the Presidio National Park between the Golden Gate Bridge and the Palace of Fine Arts where it meets Richardson/Lombard and Marina Boulevard. It is scheduled to be replaced.

For over 10 years, San Francisco Beautiful has supported the Doyle Drive Parkway redesign alternative by Michael Painter. He received a Klussmann Grant for his architectural model; he won a Beautification Award for his Doyle Drive and Great Highway redesigns; and his Parkway design received SFB's endorsement as a successful Proposition K project.

In November 2003, the Doyle Drive Citizens Advisory Committee to the Transportation Authority voted to continue developing the Parkway Alternative as the most desirable solution, and to discontinue work on longer/deeper tunnel alternatives.

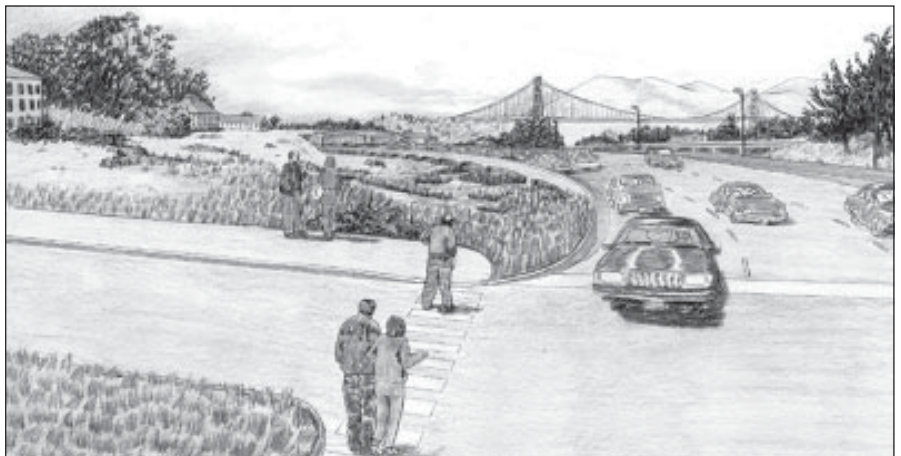
Michael Painter (MPA Design) designed the Parkway Alternative, in collaboration with SFB board member Michael Alexander of SPUR's Doyle Drive Committee. Its engineering feasibility was developed by ARUP with review by the San Francisco Transportation Authority, CalTrans, the Presidio Trust, National Park Service and the Golden Gate Bridge District. Overall project management is by Parsons Brinckerhoff.

The Parkway design features:

- ◆ Creating a "parkway" feeling with wide landscaped medians and grade separation of the north and south bound lanes. Two 'see-through' tunnels by the Main Post allow for broad park extensions over the roadway.

- ◆ Reducing construction cost by \$250 million and time from seven to four years by eliminating the need for a 4,000 feet bypass to move traffic during Doyle Drive's reconstruction.
- ◆ Improving roadway views for safety and to provide pleasing views of the Palace of Fine Arts, the Golden Gate Bridge and Presidio.
- ◆ Crossing over a broad riparian corridor East of Halleck Road, on a low causeway, allowing for the future expansion of Crissy Field Marsh and a restored Tennessee Hollow, maximizing opportunities for habitat and wetlands restoration.
- ◆ Retaining the East Batteries (which are an important cultural resource), the Commissary (which has economic value), and all of the warehouse and recreational buildings near the Palace of Fine Arts.
- ◆ Reducing road impact on Cavalry Valley's historic buildings by rerouting the 19th Avenue off-ramp for south-bound traffic to provide smoother and safer merging traffic movement.
- ◆ Improving safety and lowering costs by raising the highway elevation above the 100-year storm level height. This level is no longer required for the Highway 101 route due to the building of levees, deep tunnel excavation and extensive slurry walls and the installation of sump pumps.

With the Parkway Alternative chosen, the work is far from over. Next steps include review of the Environmental Impact Report and the Federal Highway Review processes. This will take at least one year. Then there will be two years of further design work. In about 2007, the four years of construction will begin. Finally, in 2011, drivers will experience the new Doyle Drive Parkway.





3RD QUARTER KLUSSMANN GRANTS

San Francisco Beautiful, through its Friedel Klussmann Grants Program, awarded \$7,000 in grants during the third quarter.

Friends of St. Francis Childcare Center, Inc., Community Environmental Improvement and Education Project: This 25-year old child development program located near the Duboce Park is the only property on the block with a front yard. While a wonderful asset, the open space attracts homeless encampments making it a potentially unsafe place for children attending activities at the Center. SFB awarded \$4,000 towards fencing, plants and irrigation to the Childcare Center.



Baja Noe Valley to get trees.

Baja Noe Valley Neighborhood Association Beautification Project: SFB awarded \$3,000 for tree planting in the Noe Valley area near Mission Street. The funding will pay up to \$100 per tree to offset the planting cost. Friends of the Urban Forest will provide the trees along with selection assistance and post-planting care for the first 18 months.

Consider the Klussmann Grants Program for Your Next Community Project!

Contact SFB: 421-2608

SFB ADDRESS CHANGES

San Francisco Beautiful's address has changed. We haven't moved but the City and County of San Francisco has changed our site address of 41 Sutter Street to 564 Market Street.

Old Address:

41 Sutter Street, Suite 709
San Francisco, CA 94104-4903

Our New Address:

564 MARKET STREET, SUITE 709
SAN FRANCISCO, CA 94104-5415

WINDMILL CAMPAIGN GATHERS STEAM

Doug and Barbara Engmann opened their home to Save the Golden Gate Park Windmill Campaign supporters and welcomed the Ambassador of the Netherlands Boudewijn Johannes van Eenennaam to the campaign's Honorary Committee. This spirited event boosted the campaign's fundraising efforts as it enters 2004. The Engmanns have shown continued support of San Francisco Beautiful activities as they also co-chaired our Beautification Awards Dinner in October. Sheila Kolenc of SFB sits on the Campaign's Steering Committee.



Host Doug Engmann, Bob Glass, SFB Board member Bob Friese, Windmill Committee Chair Don Propstra, Rec. and Park Director Elizabeth Goldstein and SFB Board member David Hayes.

Photo: Sheila Kolenc

Recent contributions from Patricia Costello, Jeannik Littlefield, the Campini and Lef Foundations and from the City make it possible for preservation architect Carey & Co. to begin its preliminary work on the South Windmill early next year. The cap restoration efforts remain on schedule with the mechanisms, sails and fantail returning from the Netherlands in the fall of 2004, at which time contractor Mark de Jong will undertake the tower restoration.

To become involved with this exciting project, contact San Francisco Beautiful or turn@sfwindmills.org.



Hosts Barbara and Dong Engmann, Ambassador from the Netherlands Boudewijn J. van Eenennaam and wife Jellie with Congresswoman Nancy Pelosi and husband Paul.

Photo: Sheila Kolenc

**FROM THE
EXECUTIVE
DIRECTOR
DEE DEE
WORKMAN**



Is it really December already? I guess time flies when you're having fun doing good work to improve and protect the livability of one of the world's great cities.

This has been a watershed year for San Francisco Beautiful. Our unprecedented partnership with KRON4 and Henry Tenenbaum's Saturday program, "Henry's Garden", gave us tremendous exposure while effectively introducing many of this year's award sites to an appreciative Bay Area audience. It also presented us with an innovative fundraising opportunity whereby awards dinner sponsors would get exposure on Henry's show by donating leadership gifts to SFB. The awardees, KRON, SFB and the dinner sponsors ALL benefited from this arrangement.

The money we raise through our awards dinner supplies over a quarter of our annual operating budget. These funds go directly into our grants and awards programs and help support much of the other work we carry out through the year, including billboard abatement and the greening of our public schoolyards. The endowment left to us by our founder, Friedel Klussmann, provides about a

third of our operating budget. The rest we raise from you, our members.

We hope that as you plan to make your year-end charitable contributions you will consider a gift to San Francisco Beautiful. Your financial support helps fund all of SFB's important work, from the Outer Mission to the Inner Sunset, from McLaren Park to South of Market.

This year:

- ◆ Our drive to establish billboard limits paved the way for several new pieces of legislation aimed at controlling signs on utility poles. Even mayoral contender Matt Gonzalez got into the act by refusing to place his campaign signs on poles and called on his fellow candidates to do the same.
- ◆ We secured nearly a half-million dollars for improvements at Lake Merced and through our own grants program funded park improvements, street tree planting and sidewalk cleaning across the City.
- ◆ We pursued sound urban planning processes in projects ranging from the La Grande Water Tower replacement to Rincon Hill development to the plans for Golden Gate Park's Music Concourse area.

San Francisco Beautiful can only be an effective champion of the City with the support of our membership. Please consider giving a year-end gift to San Francisco Beautiful today.

New Members Broaden SFB Support Base

San Francisco Beautiful's membership roll continues to climb. We welcome all those who joined during the past quarter and those who rejoined after a brief absence.

Patrick Banks, Martin Building Co.
Jeanne Alexander Charls
Thomas J. Cooney
Corey Cronin
Charra DeMarco
Emily N. Dodge
Harold J. Dubay
Elizabeth Erhardt
Robert and Linda Fries
Lynn D Fuller
& Gordon Getty
Robert Greenhood
Lauren T. Hall
Jocelynn Herrick
Nancy L. Ho Belli
Carolee Houser
Valarie Huff
Richard Keller
Linda G. Kendall
Dr. Harold Kirker
Joseph Klammer
Elizabeth Lawler Ashley
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Patrick McNeuf, Martin Building Co.
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Margaret Sheehan
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Robert B. Woodman
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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.

- Friedel Klussmann Circle: \$5,000
 Corporate: \$1,000
 Patron: \$500
 Sustainer: \$250

- Contributor: \$100
 Two New Memberships: \$70
 Regular: \$40
 Other: \$_____

- My company will match my gift
 Logo Long Sleeve Shirt: \$22.50
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 Logo Cap: \$16.50
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STAIRWAY WALKS IN SAN FRANCISCO

Adah Bakalinsky's book, STAIRWAY WALKS IN SAN FRANCISCO will celebrate its 20th year in print in 2004. A special anniversary edition and stairway celebration walks are planned for May 2004. Watch for more on Adah's book in The Cable this Spring.

San Francisco Beautiful and Adah Bakalinsky have a very special connection. In the late 1980s, board member Tova Wiley thought beautifying stairway gardens would be a good project for San Francisco Beautiful. So we made them a priority. Today, SFB is credited for providing grants and guidance to community volunteers for dozens of stairway enhancements.

"I have a great feeling of gratitude toward SFB for publicizing stairways and making them a focal point for neighborhood activities," says Adah. From all the stairway walkers out there, Adah, we have a whole lot of gratitude for your efforts.

*Happy Holidays
from the Board &
Staff of
San Francisco
Beautiful. May Your
2004 Be Filled
With Joy & Beauty.*



(Back row: l to r) Robert Friese, Peter Fortune, Gilbert Castle, Michael Alexander, Milo Hanke, George Fleharty and Bruce Marcucci (Front row: l to r) Marilyn Duffey, Dee Dee Workman, Mara Feeney, Rosabella Safont, Ann Lanzerotti, Tamar Cooper, Tito Patri and Sheila Kolenc.

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Start Your New Year with a New Tee and Hat

Won't you look sharp in your bright new San Francisco Beautiful logo tee-shirt and hat. SFB's tasteful medallion-shaped insignia lets everybody know that you care about San Francisco. See details in the Membership/Sales Coupon on page 7.



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