



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

VOL. 21 NUMBER 3

THE CABLE

FALL 2007

SUPPORT PROP K Stop New Ads on Public Property!

General advertising is back on the ballot and San Francisco Beautiful is once again calling on voters to support an anti-billboard measure. In November, voters will weigh in on Proposition K, a declaration of policy calling for a halt to new general advertising in our public spaces. In summary, Prop K says:

The voters declare that the proliferation of advertising in the public right-of-way contributes to urban blight and visual clutter, as well as the commercialization of public spaces within the City. Therefore, City policy dictates that there shall be no increase in the number of general advertising signs on the exterior of City-owned buildings and street furniture on the public right-of-way, including transit

shelters, kiosks, benches and newspaper racks.

Proposition K sends a strong message that the visual beauty of San Francisco needs to be protected and preserved. In 2002, 79% of San Francisco voters said no to billboards on private property when they passed the SFB sponsored Prop G, "No New Billboards" measure. SFB thinks it is time we address the unwelcome spread of billboards into our public spaces.

Please join San Francisco Beautiful, San Francisco Tomorrow, the San Francisco Democratic Party, and Supervisors Jake McGoldrick, Aaron Peskin, Ross Mirkarimi, Sophie Maxwell, Chris Daly and Tom Ammiano and *vote Yes on Prop K!*

Golden Gate Bridge Corporate Sponsorship

San Francisco Beautiful's frustration increased as the Golden Gate Bridge, Highway & Transportation District took another step towards attracting corporate sponsors for the Golden Gate Bridge. In August, a committee of the District's Board recommended moving forward with the second phase of a corporate sponsorship program for the Bridge. If approved by the full Board at its upcoming September 28th meeting, the advertising program would include corporate special events, product demonstrations and the inclusion of corporate logos on way-finding signage, posters, kiosks and displays. The Executive Summary for the project can be found at http://goldengate.org/news/partnershipprog_070821.php.

SFB continues to express our significant misgivings about the proposed program because of its potential to commercialize and therefore tarnish the beauty and value of the Golden Gate Bridge. We are calling upon our members to attend the September 28th Golden Gate Bridge, Highway and Transportation District Board meeting and express your opinion about this misguided plan. Please email Marcie Keever at mkeever@sfbeautiful.org for more information about the September 28th meeting. If you are unable to attend, please immediately contact the Board members with your comments via email at DistrictSecretary@goldengate.org or fax: 415-923-2013.0

SFB SPONSORS ONLINE VIDEO CONTEST

Public asked to submit
"Why is San Francisco Beautiful?"
videos online



The "Why is San Francisco Beautiful?" video contest was announced this summer during a press conference at the Friedel Klussmann Memorial Turnaround. Board members, staff and friends boarded the Number 3 cable car and rode to the Cable Car Museum, spreading the word about the contest along the way.

Photo by Sheila Kolenc

If a picture is worth a thousand words, then a video salute on the Internet must be encyclopedic! To celebrate our 60th anniversary, San Francisco Beautiful is asking people to answer the question "Why is San Francisco Beautiful?" and to post their video answers online for the world to see. The winning entry

Continued Page 2

2007 BEAUTIFICATION AWARDS ANNOUNCED

*Join us at our
60th Anniversary
Beautification Awards Dinner
City Hall, October 18*

LOOK INSIDE FOR
AWARD WINNER DIGEST

PRESIDENT'S REPORT



**GILBERT H.
CASTLE, III**

Proposition K ... The Back Story

Proposition K on the upcoming November ballot may well prove to be as important as San Francisco Beautiful's "No New Billboards" ballot initiative was in March 2002.

The genesis of Prop K can be traced to last May, when SFB began actively tracking a Request for Proposals by the Municipal Transportation Agency (MTA) for awarding a 20-year contract for the construction and maintenance of Muni bus shelters and kiosks which would be paid for by general advertising on those bus shelters and kiosks.

SFB was and continues to be very concerned with several provisions,

Video continued from Page 1

will be unveiled at San Francisco Beautiful's 60th Anniversary Celebration and Beautification Awards Dinner on October 18 in San Francisco City Hall.

"San Francisco is beautiful and we want the whole world to know why," said Dee Dee Workman, marking her 10th year as Executive Director of San Francisco Beautiful. "If Friedel were alive today, she'd have carried out her campaign online to save the cable cars and keep San Francisco beautiful, so that's what we're doing. We're looking for videos that help us discover an undiscovered quality that makes San Francisco beautiful."

Submitted videos must be no more than one minute long, include the phrase, "Why is San Francisco Beautiful?" in the video's descriptive paragraph and must also include the

including the City going into the advertising business. In public comments to the MTA, SFB stated:

"San Francisco residents are being asked to endure 15 to 20 years of advertising on as many as 1150 bus shelters and kiosks in exchange for a minuscule portion of San Francisco's budget... Where will this end? Will we start seeing electronic billboards on top of police cars, fire engines, and city maintenance vehicles similar to those on top of taxis? Will we see advertisements on the backs of uniformed city employees, including policemen and DPW workers?"

Supervisor Jake McGoldrick subsequently invited SFB to a meeting at his office in early July. At that meeting, Jake suggested a ballot initiative to give San Francisco's voters an opportunity to voice their concerns over billboards in public spaces as they had in 2002 on billboards on private property. To place the initiative on the November ballot, he asked for SFB's help in drafting the language and obtaining the signatures of three other members of the Board of Supervisors. To his great credit,

URL www.sfbeautiful.org at some point in the video. Three winning videos will be selected: "Best Off-the-Beaten-Track San Francisco Beautiful," "Best New San Francisco Beautiful Icon," and "Citizens Working to Make San Francisco Beautiful." To enter the contest, individuals are asked to post their videos online to the hosting site of their choice (e.g. YouTube, Google Video, Blink, etc.) and email their video link to video@sfbeautiful.org by October 4, 2007.

Please find a "YouTube" announcement of the San Francisco Beautiful Video Contest online at: http://www.youtube.com/watch?v=3klU_9HPsos.

Supervisor McGoldrick made it all happen!

Proposition K is a policy declaration rather than having the force of law because of charter restrictions on Board of Supervisor actions affecting Muni. Nonetheless, the passage of Proposition K with as high a positive voter response as possible will demonstrate solid support for the efforts of Supervisor McGoldrick and his colleagues in rejecting advertising revenues in exchange for the further degradation of our public spaces.

SFB urges you to do all you can in support of Proposition K: "No New Billboards - Anywhere!"

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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 San Francisco.

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THANK YOU MEMBERS

San Francisco Beautiful is grateful for the generosity of its membership. We also are grateful for those members who have provided us with their email addresses. Via our email blasts, SFB members have been alerted to general advertising calls to action, Muni bus shelter design proposals, volunteer opportunities, free environmental services and requests for input on civic issues. If you haven't already given us your email address, please do so today. Let us serve you better as you help us maintain San Francisco's beauty! We want to also thank 7x7 Magazine for providing one-year free subscriptions to all new SFB members. Again, "thank you" to those of you who have joined over the past half-year.

\$500 and above

Edmond Hon, Far East National Bank
Dr. Harold Kirker
Naomi Lempert Lopez
Susan Tan Luo, Gate Trade, Inc.
William D. & Karin Rabin
Yvonne and Angelo Sangiacomo
Richard Van Doren, See's Candies
Donald and Susan Wyler

\$100 to \$499

Marty Abell, Environmental Science Associates
Dr. and Mrs. Michael J. Antonini
Yvonne Baker
Robert Baum, Baum Thornley Architects LLP
Doris G. Bebb
William Bernell
Jeffery Betcher
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Lillian Cartwright
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Mrs. Frances A. Dillingham
Earl Diskin
Phil Evans, SFSU
William D. Evers
James Finberg and Melanie Piech
Mr. and Mrs. James C. Flood
Lucille Gellin
William W. Godward
Georg A. Gottschalk
Gilbert Graham
Dick Grosboll, Neyhart, Anderson,
Freitas, Flynn & Grosboll
Ephraim G. Hirsch,
E.G. Hirsch & Assocs.

Continued Page 6

SFB Impacts State Billboard Legislation

Thanks to the strong and effective activism of San Francisco Beautiful members, increased billboard blight that Assembly Bill 830 would have created has been stopped for now! In July, the bill's sponsor, Assemblymember Fiona Ma, pulled it from consideration by the California Senate due to vigorous community opposition.

SFB actively opposed AB830 – which would have authorized the conversion of existing billboards in California near landscaped freeways to digital/electronic format – because it would intensify advertising blight by increasing billboards' visual impact, glare, brightness level and energy consumption.

While AB830 was removed from Senate consideration this year, it has not completely disappeared. It now becomes a "two-year bill" and may be considered sometime during 2008. SFB is monitoring its status and, with our members' help, will continue our work to defeat this misguided bill.

SFB Supports 50-Year Undergrounding Plan

Finally, after 10 years of San Francisco Beautiful doggedness, there is a comprehensive utility wire undergrounding plan. Supervisor Bevan Dufty authored legislation two years ago establishing the San Francisco Utility Undergrounding Task Force (UUTF). In early 2007, the UUTF issued a report and presented its findings to SFB this summer.

SFB has endorsed the Task Force's findings and encourages the City to develop a master plan and a properly funded program to underground all overhead utility wires within 50 years or less. To achieve this, sources of alternative funding for undergrounding must be identified. With current funding, it would take more than 200 years to underground the City's remaining 500 miles of overhead wires and rear-yard feed wires connecting buildings to the street. The UUTF recommends that the City request the California Public Utilities Commission approve a 5% electric/natural gas

GREEN SCHOOLYARD EFFORTS THRIVE

San Francisco Beautiful continues to be an advocate for the San Francisco Green Schoolyard Alliance (SFGSA) as a member organization, Board member and fiscal sponsor of a 2007 grant.

Thanks to two successful bond measures in 2003 and 2006, over 70 San Francisco public schools now have funding for green outdoor learning environments. Many of the schools have already created unique outdoor spaces while others are just beginning to transform what once was barren blacktop and cement into more vibrant and healthy learning environments.

One of the goals of the SFGSA is to have a green schoolyard in every San Francisco public school. A generous grant from the San Francisco Foundation, with SFB as the fiscal sponsor, is helping the SFGSA achieve this objective through a collaborative strategic planning process between local government representatives, schools and non-profit organizations.

surchARGE for San Francisco residents to meet funding needs until all undergrounding is accomplished.

The UUTF advises that the City plan should include a strategic engineering program to ensure that the undergrounding is completed in a rational manner. The undergrounding plan should also commit to a transparent community planning process that involves residents in the decision-making process. Further, future sources of funding should be allocated to districts on the basis of the percentage of overhead wires in each district. These goals can be achieved by regular financial and engineering audits of any city administered undergrounding program.

Other alternative funding sources and project goals can be found at www.sfgov.org/uutf.

Thanks to UUTF Chair & SFB volunteer Dan Weaver for this submission.

SAN FRANCISCO BEAUTIFUL'S

"Lasting Urban Beauty: The Challenge"

San Francisco Beautiful takes pleasure each year presenting our Beautification Awards to those who improve the quality of life in San Francisco. This year features projects reflecting the theme, "Lasting Urban Beauty: The Challenge of Keeping San Francisco Beautiful." Across San Francisco, community groups, local businesses, neighborhood associations and city departments have worked together to rebuild and restore our urban environment so that San Francisco's unique beauty and livability are better protected. We will honor their efforts during San Francisco Beautiful's 60th Anniversary Celebration and Beautification Awards Dinner on October 18th at San Francisco City Hall. (See back page for details.)

Friedel Klussmann Award



Victoria Manolo Draves Park and Bessie Carmichael School: SOMA residents advocated for a new park and school in their inner-urban neighborhood over many decades. When newly-secured funding for the project was threatened, Supervisor Chris Daly and his staff worked to make sure that the project stayed on track. City staff worked with the neighbors to design and build a substantial and thriving park just across the street from the first new public elementary school built in the City in many years.



Robert C. Friese Award for Neighborhood Conservation



Friends of Duboce Park and Duboce Triangle Neighborhood Association: Neighborhood volunteers have worked together over many years to ensure that the special character of the Duboce Triangle neighborhood is preserved, and the popular park that lies at its heart is usable for the entire community. A lovely new labyrinth on the Scott Street side of the park has created an unusual recreational amenity people of all ages can enjoy.



San Francisco Airport Gateway Garden: A majestic and serene redwood forest at the entry to SFO greets visitors and traveling residents alike, creating an appropriate and gracious new gateway garden to San Francisco and the Bay Area.



2007 BEAUTIFICATION AWARDS

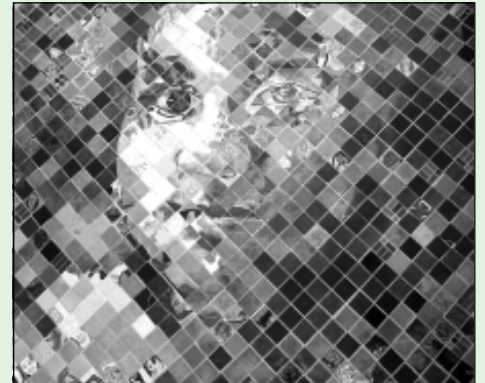
of Keeping San Francisco Beautiful™



24th Street Mini-Park: Neighborhood residents worked with the City's Recreation and Park Department to turn an abandoned lot in the heart of the Mission District's commercial corridor into a vibrantly colorful playground filled with artful climbing structures, fountains and seating areas.



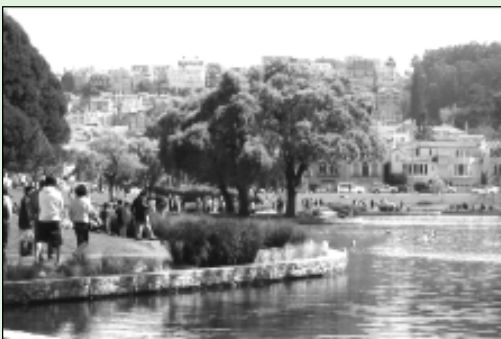
Kids Serve Youth Murals: "A Sign of Hope": Josef Norris, the founder and director of this youth arts organization, worked with students at Gateway Charter High School to create a beautiful and moving mosaic mural memorial on the school's Geary Boulevard façade.



Mt. Sutro Native Plant Garden and Trail Network: In the very center of the City, volunteers have restored a network of WPA-era pathways and maintain an abundant native plant garden that is "hidden in plain sight" on the top of Mt. Sutro.



Palace of Fine Arts Lagoon Restoration: San Franciscans despaired when a chain link fence was erected around the lagoon to stop people from falling in due to the degradation of the pathways.



Today the fencing is gone, replaced with low stone walls and native landscaping that snake around the clean and clear lagoon. The Palace of Fine Arts is drawing thousands of visitors once again as the first phase of its historic rehabilitation, the lagoon restoration, is completed.



2ND QUARTER KLUSSMANN GRANTS



The Garden Program at Willie L. Brown Jr. Academy celebrated the community, students, teachers and all those who brought this garden to life.

Photo by Marcie Keever

San Francisco Beautiful awarded \$7,052 in second quarter Friedel Klussmann grants. Of this amount, \$2,800 comes from a grant to SFB from the Mary Crocker Trust.

◆ **Willie L. Brown Jr. Academy School Garden:** \$2,800 for native plant garden materials and \$1,460 for protective body gear so students will be able to observe bees safely.

◆ **Sunset Youth Services, Judah Street Beautification:** \$2,792 for planting materials and concrete removal. Merchants will work with the Sunset Youth Services to replace concrete along the 3900 block of Judah with permeable landscaping.

Consider applying for a Klussmann Grant for your next community beautification project! Go to www.sfbeautiful.org or contact us at 415.421.2608.

Members continued from Page 3

\$100 to \$499 (cont.)

Janice and Maurice Holloway

Carolee Houser

William Hudson

Linnea Johnson

Andrei Karkar

John and Deborah Keever

Lynn Kirshbaum

Robert Klausner

Thomas Kurkjian, Nolte Associates, Inc.

H. David Kwinter

Rick Laubscher, Market Street Railway

Meagan Levitan

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Gerald D. Adams

Lore Andreasen

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Grant Barbour, Build Inc.

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Paul F. Baumann

Mrs. Betty I. Bernstein

Ron Blatman,

Presidio Heights Assn. of Neighbors
Lucian and Rosalie Blazej,

Strategic Solutions

Louis Blumberg and Ellen Friedman

Kiera Branch

Darya Soto

Russ Caldwell

Phyllis Cardozo

Mrs. Bonnie Casassa

Anne Cashmore

Donald F. Cassidy

Margaret Castle

Barry and Millie Chausser

Agnes Chen Brown

Anne Marie Chognard

Michael F. Colombo

Monica Conrady

Anne and Stanley Cordes

R. R. Craft, Craft Press Inc.

Patricia Delgado

Mrs. Leslie DeVore

Diane DuBois and Chris Morales

Paul E. Duchscherer

Karen Erickson

Mrs. Rose Fenton

Alice Frazier Roth

Margaret Gault

Suzanne Geier Seton

Andrew Gescheidt

David Ghiglieri

Patricia Golumb

Gia Grant, Clean City Coalition

Brad Green

Mrs. Beatrice Gustafsson

Carlyn Halde

Thomas Hall and

Elizabeth McLoughlin

Michael Hamman

Stefan Hastrup

Lois Hayn

Mahin Heidary-Charles

Richard L. Heidelberg

Peter Heinecke

George Homsey

Callum Hutchins

Angela Jakary

Mimi Jensen and George Elbaum

Steve Juliano

Mrs. Joan R. Keller

Jerilyn Keyak

Rhonda and Frank Kingman,

Friends of Esprit Park

Max Kirkeberg

William L. Klingelhoffer

Walter Knoepfel

Barbara Kobayashi

Faith and Paul Kroeger

Mrs. Elizabeth Lawler Ashley

Robert and Beatrice Laws

Dr. Lawrence S. Lipkind

Eileen Louie

Ann and Karl Ludwig

Mr. and Mrs. James J. Ludwig

Monique Mabey

Kathryn MacDonald, Kathryn

MacDonald Photography

M. Elizabeth Martin

Harold and Felicity Matscheck

Lawrence Maxwell

Nan McGuire and Jim Stevens

Ed McHugh

Mrs. Sylvia C. McLaughlin

Thomas Meeks

Gabriel Metcalf

Amy Meyer

Joan Murray

Paige Nittler

Herman Papa

Gordon and Lois Peacock

Mrs. R. Prideaux-Brune

Dean E. Reilly

Jamie Rein

Richard and Joan Reinhardt

Harold Retler

Dr. Francis J. Rigney

Diane M. Robey

Norman Rolfe

Stephen B. Ruben

Dee Sala

Barbara L. Schieck

Omar Serang

Mrs. Eugene A. Shurtleff

Dorothy Skylor

James E. Stark

Steve Stone

David T. and Barbara M. Styles

Frank B. Taforo

Burt T. Tanoue

James E. Thomas

Elsie Tonelli, Central Drug Co, Inc.

M. Christine Torrington,

M. Christine Torrington Photography

Edward Van Egri

Dennis Vaux

Shirley Victor

J. Hugh and Eleanor Visser

Alice Wallace

Donald Weber

Tom Weed

Barbara Wenger, Hayes Valley

Neighborhood Parks Group

Dee Whalen

Ann E. Wharton

Danell S. Zeavin

Sara Zumwalt

Seidel Advertising

**STOP BY THE
SAN FRANCISCO BEAUTIFUL
BOOTH AT THE
CASTRO STREET FAIR,
OCTOBER 7, 2007**

From the Executive Director

Dee Dee Workman



Let us remind you why San Francisco is such a wonderful city ...

Autumn is here and with it comes preparation for our annual Beautification Awards to be presented at our fall dinner. It may surprise you to learn

that San Francisco Beautiful's awards program goes back nearly 40 years, when Friedel Klussmann, our organization's intrepid founder, began honoring individuals, community groups and neighborhood organizations that had taken the initiative to protect the City's unique beauty, livability and charm.

We will continue Friedel's legacy by honoring San Francisco's most recent local heroes at our 60th Anniversary Celebration and Beautification Awards Dinner on October 18th in City Hall's historic rotunda. We have selected another inspiring slate of awardees whose remarkable success stories of collective community spirit embody this year's theme, "Lasting Urban

Beauty: The Challenge of Keeping San Francisco Beautiful" (see pages 4 and 5 for SFB's 2007 awards slate).

From the Mission District to the Marina, from the top of Mt. Sutro to SOMA, neighborhood residents working hand in hand with city staff have carried out extraordinary community improvements that beautify and enhance the urban environment in lasting and sustainable ways. On October 18th you can meet these civic champions and learn their inspiring stories that will remind you why San Francisco is such a wonderful city to live in. Please plan to join us on this historic occasion, under City Hall's majestic dome.

FIXED PEDESTAL NEWS RACK PROGRAM PROGRESSES

At the June News Rack Advisory Committee meeting, Committee Chair Dan McKenna reported on the progress of news rack installations by Clear Channel, the company contracted to provide the City with, and to maintain and repair, 1000 free pedestal-mounted news racks over a 10-year period. (Unfortunately, the contract permits Clear Channel to sell advertising on the street-side of about half of these news racks.)

Each of the pedestal-mounted news racks is comprised of six, eight, or ten boxes; each box holds and displays the

publication of a publisher who typically participated in a lottery to win the right to distribute its publication in that box. Each "ped mount" news rack removes from our streets six, eight, or ten free-standing news racks of various colors, shapes, and sizes — and frequently, in various dilapidated conditions — from the sidewalks.

So far, the City's Director of Public Works has approved 461 sites for news racks in the Fixed Pedestal News Rack Zones (e.g., Market Street, Downtown, Civic Center/City Hall) where free-standing news racks are prohibited. But Clear Channel, who agreed to supply and install the free news racks in these zones, has so far installed only 219 in the approved sites.

Mayor Gavin Newsom, concerned about the pace at which Clear Channel was proceeding, met with the company. Clear Channel agreed to install 550 free news racks by the end of calendar year 2007. This commitment will entail building 18 news racks each week through the end of the year. Thank you, Mayor Newsom! Once these installations are completed, the Downtown Zone will be finished and the City will start approvals of Fixed Pedestal News Rack Zones in the neighborhood commercial districts.

Thanks to San Francisco Beautiful board member and News Rack Advisory Committee member Peter Fortune for this submission.

MEMBERSHIPS/SALES

- | | |
|---|---|
| <input type="checkbox"/> \$5,000 Friedel Klussmann Circle | <input type="checkbox"/> \$250 Creator |
| <input type="checkbox"/> \$1,500 Protector | <input type="checkbox"/> \$100 Beautifier |
| <input type="checkbox"/> \$500 Enhancer | <input type="checkbox"/> \$50 Cable Car Bell Ringer |

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Logo Long Sleeve Shirt: \$22.50
 _____ M _____ L _____ XL

Logo Tote: \$16.50

Rooftop Gardens: From Conception to Construction: \$7.00

Stairway Walks in San Francisco by Adah Bakalinsky: \$20.00

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Join Honorary Co-chairs The Hon. Dianne Feinstein and Richard C. Blum and
Co-chairs Barbara and Douglas Engmann, Chandra and Robert C. Friese, Amanda and Vincent Hoenigman
and Meagan Levitan and Dale Carlson at

SAN FRANCISCO BEAUTIFUL'S

*60th Anniversary Celebration and
2007 Beautification Awards Dinner*
Lasting Urban Beauty
THE CHALLENGE OF KEEPING SAN FRANCISCO BEAUTIFUL

THURSDAY, OCTOBER 18, 2007

San Francisco City Hall Rotunda
1 Dr. Carlton B. Goodlett Place, San Francisco

Reception and Silent Auction, 6:00 p.m.; Dinner, Auction and Awards, 7:30 p.m.



*Dee Dee Workman
Executive Director
presents the 2007
Beautification Awards*

*Liam Mayclem
Host and Producer
CBS5 TV's Eye on
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Emcee*



TABLE OF 10:

\$20,000 Friedel Klussmann Circle
\$10,000 Cable Car Bell Ringer
\$ 5,000 Enhancer
\$ 3,000 Protector
\$ 2,000 Friend

INDIVIDUAL TICKETS:

\$1,000 Donor
\$500 Supporter
\$200 Friend

*Contributions are tax-deductible as provided by law, less \$115 per event guest. ID#94-6106011.
For details, contact Ron Wong and Associates, 3608 16th Street, San Francisco, CA 94114-1509
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