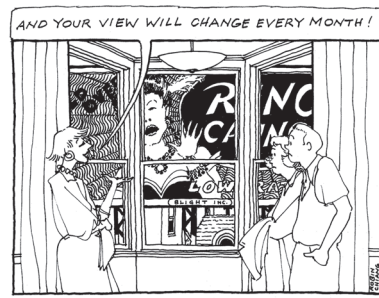


San Francisco Beautiful: A History in Brief

The impact of 61 years of work is evident across The City

21st CENTURY



Stopped new billboards from being added in The City through the voter approved No New Billboards Campaign

Co-sponsored the creation of the S.F. Green Schoolyard Alliance

Published the *Cable Car Report* evaluating the state of the cable car system

Through coalition building, stopped the installation of electronic billboards along freeways, kept a billboard executive off the Planning Commission and denied a movement to put general advertising on the

Golden Gate Bridge

Helped write planning codes that control utility pole signs and banners

Playing an active role in the development of good planning polices for many projects including Rincon Hill, Treasure Island and The Presidio

Watch-dogging transportation issues such as Doyle Drive, Transbay Terminal, Mid-Market, Blue Greenway, Better Streets Plan and the Marina Bay Trail

1980s-1990s

Began funding community improvement projects via Klussmann Grants Program

Advocating for better street lighting and utility box undergrounding

Enhancing stairways through grants and technical assistance

Initiating legalization of sidewalk cafes

Working for installation of modular newsracks

Advocating for the Central Freeway demolition and creation of Octavia Boulevard

Began momentum behind the renovation of the Geneva Office Building and Power House and Golden Gate Park's Murphy's Windmill

Stopped electronic, jumbo billboards in Union Square

Initiated legislation to let businesses earmark taxes for community beautification grants

Published, *"Rooftop Gardens:"*

"From Conception to Construction"

Co-founded the San Francisco Prize design competition

Created the Lake Merced Task Force to improve the condition of this freshwater resource



Began Beautification Awards to honor worthy projects

Supported ferries as commute alternative

Insisted citizen approval prior to skyscraper construction

Opposed a Golden Gate Bridge second car deck

1940s-1970s



Founder Friedel Klussmann saved the cable cars from demolition

Opposed freeways and billboards in The City

Planted miles of trees

Supported clean streets and litter abatement

Promoted utility line undergrounding

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Susanne Twomey
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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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THE CABLE

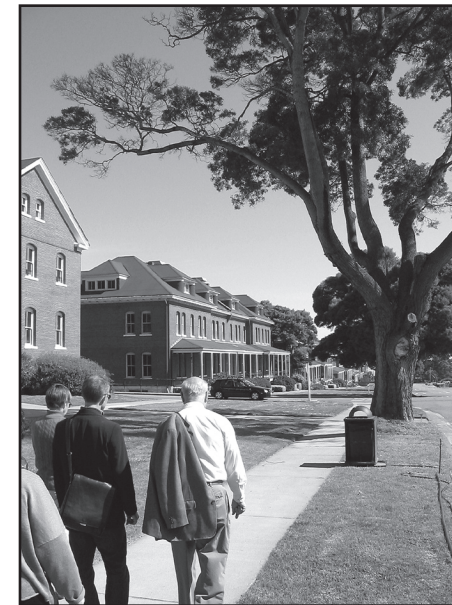
SUMMER 2008

SFB Victory Over Digital Billboards!!

Thanks to our collective efforts, SB 1310 - Digital Billboards failed in the Senate Transportation and Housing Committee in April. As you are aware, San Francisco Beautiful strongly opposed SB 1310 which would have allowed the conversion of existing billboards near landscaped portions of our freeways to digital/electronic format. We took the extra step of testifying in Sacramento at the Committee hearing and were up against some formidable billboard lobbyists. Fortunately the bill did not get enough votes to move out of Committee. This is a major victory against billboard blight and we could not have done it without your calls and support. During the hearing Alan Lowenthal, Committee Chair, mentioned the large number of calls he received opposing SB 1310 and we have you to thank for that!

SAVE THE DATE
October 24, 2008
Beautification Awards
Dinner and Auction
Mark Hopkins Hotel

Presidio Projects Action Alert!



Members of San Francisco Beautiful's board and staff attended a Presidio Walking Tour in April. SFB has voiced its concerns to the National Parks Service about the proposed Fisher Museum at the Main Parade.

public review on June 9th. The SEIS will be a supplement to the EIS for the Presidio Trust Management Plan and will review the proposed museum, the proposed lodge, the greening of the Main Parade Ground and a number of other projects. See <http://www.presidio.gov/trust/projects/> for a brief description of all the projects and the SEIS document. Written comments on the SEIS are due on July 31, 2008. The Presidio Trust Board of Directors will hold a meeting to take oral comments on the SEIS at 6:30 pm on July 14 at the Presidio Officers' Club, 50 Moraga Avenue in the Presidio.

The Supplemental EIS for the Contemporary Art Museum at the Presidio (CAMP)/Fisher museum project was released for

San Francisco Beautiful continues to work for the beautification and upgrade of the Presidio's Main Post district and will be reviewing and commenting on the SEIS as it moves forward.



This car-filled parking lot will someday become a landscaped open space once plans for the greening of the Presidio Main Parade Ground are approved.

Photos by
Marcie Keverer

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ADDRESS SERVICE REQUESTED

BOARD CHAIR'S REPORT



**Robert
Charles
Friese**

A Brand Newish World

As many of you may have heard, San Francisco Beautiful is entering a new phase of its existence, one marked by new faces and a modified and expanded body of priorities. One not-so-new face is me, a longtime lover of SFB, who goes back to the days of our 1971 dinner at the Mark Hopkins Hotel when Friedel Klussmann still presided over an all-volunteer organization and Jonathan Winters was our celebrity on stage. My "retirement" as President of the Board in 2000 was a sound idea in that it made room for valuable new blood, including my then successor Gil Castle, who has recently taken a demanding job which causes him to decrease his valuable role as President over the past eight years. While Gil remains very active, he now travels a lot, making it difficult for him to fulfill the role of Board

President. His replacement is Milo Hanke, a gifted and dedicated Board member with a strong commitment to the community and financial expertise from his position as an investment advisor. My role, as part of the triumvirate of President, Board Chair and Executive Director, is to enhance our ability to fulfill certain objectives we have not had the person-power and financial strength to achieve given the breadth of our mission.

We are also filling the position of Executive Director since Dee Dee Workman, our day-to-day leader will be moving on in

I expect that our efforts in the months and years ahead will continue to include making neighborhood grants, giving beautification awards . . .

mid-July, although she will be helping out at least through the annual beautification awards dinner--again 37 years later, at the Mark Hopkins, this time on October 24th. Dee Dee's decade-long tenure has been a true gift to the City, as one looks at the many victories achieved in neighborhoods and in the leveraging of our monetary support through expanding efforts of neighborhood residents.

I expect that our efforts in the months and years ahead will continue to include making neighborhood grants, giving beautification awards at our annual dinners, and protecting against the ever-present challenges initiated by an overly aggressive billboard industry. Of perhaps equal or greater impact, however, will likely be increased efforts on a coalition basis with the Neighborhood Parks Council, Friends of the Urban Forest, and other organizations to speak with a single voice on matters important to the neighborhoods. This would include not only increased participation in park improvements (including expanding the role of neighborhood volunteers to do in parks what the City seems unable to achieve). It will also involve working with City Hall to allow appropriate development in areas that can benefit from it, while also protecting neighborhoods that could lose their character from proposals for greater height and bulk than can be justified.

We hope that you will want to be a part of this, which includes expansion of both the Board and the membership to extend our reach and capacity to fund these projects. Help us help you and others by supporting SFB, volunteering whether or not you can provide financial support, and sharing the good feeling so many of us have in protecting and enhancing that which makes life here so special.

From the Executive Director

Dee Dee Workman



A Farewell Message

Sadly, this will be my last "From the Executive Director" Cable article because (as you now know if you read this newsletter front-to-back) I am leaving San Francisco Beautiful. Some of you may remember that I began working here when my son Charlie was a toddler in preschool in Glen Canyon. He starts high school this fall and the timing feels right for me to make a change as well.

I have been lucky to experience such a plum job in this special organization serving one of the most beautiful cities in the world. For eleven years I have had the best fortune to work beside some of the smartest, nicest

and most talented individuals in the fields of urban planning and policy-making, architecture and landscaping, community development and philanthropy. The "best practices" in these areas are carried out every day by folks right here in San Francisco who devote an astonishing amount of time to improving the quality of life of the City for all of us. We have shared a common vision and purpose during fascinating debates and discussions, in endless hearings and meetings, at community gatherings and City Hall, in street medians and along the waterfront, often over delicious meals and always with good humor.

I want to extend my deepest gratitude to San Francisco Beautiful's members, supporters, volunteers, staff and board for all your extraordinary efforts to protect and preserve the special qualities that make this City so magical. I have enjoyed our time together and hope our paths will continue to cross.

I want to extend my deepest gratitude to San Francisco Beautiful's members, supporters, volunteers, staff and board . . . Dee Dee

SFB and 7x7

San Francisco Beautiful has been chosen as a 7x7 Magazine 2008 Good Karma Non-Profit Partner. Throughout the year, 7x7 will be running our logo in each edition as well as a special feature piece later in the year.

Three activities by 7x7 that benefit SFB are already in the works:

- \$7 of each 7x7 subscription goes to the Good Karma Non-Profit Partner of the subscriber's choice (The more subscribers that earmark SFB, the more money we get!)
Go to www.pubservice.com/hdSubnew.aspx?PC=S7
- In June, 7x7 Magazine hosted their 'Best of' party offering SFB a chance to showcase our activities to 7x7's advertisers and editorial's 'Best of' picks.
- On September 7th, 7x7 celebrates its 7th anniversary by holding a 7x7 day at a San Francisco Giants game. The Giants will give \$7 of each ticket to a 7x7's non-profit partner of the ticket purchasers choice. SFB is asking our supporters to come out to the ballgame and maximize our fundraising efforts.

7x7 Magazine (the title refers to the seven-by-seven square miles of San Francisco) spotlights the Bay Area's most provocative personalities--artisans, celebrities, chefs, socialites, performers and intellectuals.

Thank You Second Quarter Members

New and renewing members give San Francisco Beautiful the clout and finances necessary to carry out our mission of creating, enhancing and protecting the unique beauty and livability of San Francisco. Thank you.

\$500 and Above

Peter Fortune
Ann Lanzerotti
Bobby Reich-Patri
Michael J. Sangiacomo

Lillian Cartwright
Anne Marie Chognard
Mrs. Frances A. Dillingham
Earl Diskin
Ann and Dan Doyle

Susan Morse
Margaret Peters
North
John Sealander
Dan Sullivan

Margaret Castle
Mahin Heidary-Charles
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Harold Retler
Diane M. Robey
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James E. Stark
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Elsie Tonelli
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Archibald J. Wilson

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Susan Tan Luo
Judith B. Nadai

Peter Dwares
James Finberg
Amanda M. Hamilton
Ephraim G. Hirsch
Sheila Kiernan
Robert Klausner
Walter Knoepfel

\$50 and below

John & Irene Altany
Elizabeth Lawler
Ashley
Paul F. Baumann
Betty I. Bernstein
Lucian & Rosalie Blazej
Bonnie Casassa

Marie Cleasby
Edward Conley
Roger and Eileen Cornut
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John Kay
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- \$5,000 Friedel Klussmann Circle
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 Stairway Walks in San Francisco by Adah Bakalinsky: \$20.00

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