



2009 Beautification Awards

Award Nomination Form

Bring recognition to individuals, organizations, businesses and civic entities that have partnered to improve the quality of life in San Francisco. Nominate a project that has enriched the life of your community by enhancing the City's physical environment. Nominated projects must be located in San Francisco and visually or physically accessible to the general public. **Nominations are due June 4th.** We will accept supporting material until Monday, June 8th at Noon if you notify the office by June 4 of its arrival. Awards will be presented during *San Francisco Beautiful's Beautification Awards Dinner on October 29th at the Westin St. Francis on Union Square.*

Special consideration will be given to those projects that reflect this year's theme, "Saving Our City: Beauty Has a Place". We are looking for beautification projects that happen due to creative thinking and collective efforts - even in the face of resource shortages (both financial and natural) and some urban planning policies that threaten neighborhood character. These beautification projects take many forms and happen everywhere — schools, parks, stairways, neighborhood historic districts and streetcar lines. These projects often start with a few people who have a vision and then a community force builds around them.

Eligible projects include but are not limited to the following:

- ◇ Landscaping and planting
- ◇ Neighborhood conservation
- ◇ Historic preservation
- ◇ Litter and graffiti reduction
- ◇ Commercial district enhancements
- ◇ Sustainable landscaping and architectural design
- ◇ Citizen initiatives to beautify the public realm
- ◇ Enhancement of area's sense of place
- ◇ Open space, park and plaza enhancements
- ◇ Public art

Nominated project (name/title/event/program) _____

Location or address of project _____

Sponsor/owner/primary volunteer _____

Telephone/fax/e-mail _____

Your name _____

Your telephone/fax/e-mail _____

Please also provide the following:

- Description of nominated project (include digital before and after photos).
- Reasons for nominating including special qualities or benefits to San Francisco residents and visitors.

Nominations are due on June 4th (all supporting material must be in the SFB offices by Noon on June 8th). Send to: San Francisco Beautiful, 100 Bush ST #1580, San Francisco, CA 94104; **e-mail:** kolenc@sfbeautiful.org; **FAX:** 415.421.4037

SAN FRANCISCO BEAUTIFUL
100 BUSH STREET, SUITE 1580
SAN FRANCISCO, CA 94104

ADDRESS SERVICE REQUESTED



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SAVE THE DATE
Beautification Awards
Dinner and After-Party
'In Celebration of Award Winners'
October 29, 2009
Westin St. Francis



SFB

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

VOL. 23 NUMBER 1

THE CABLE

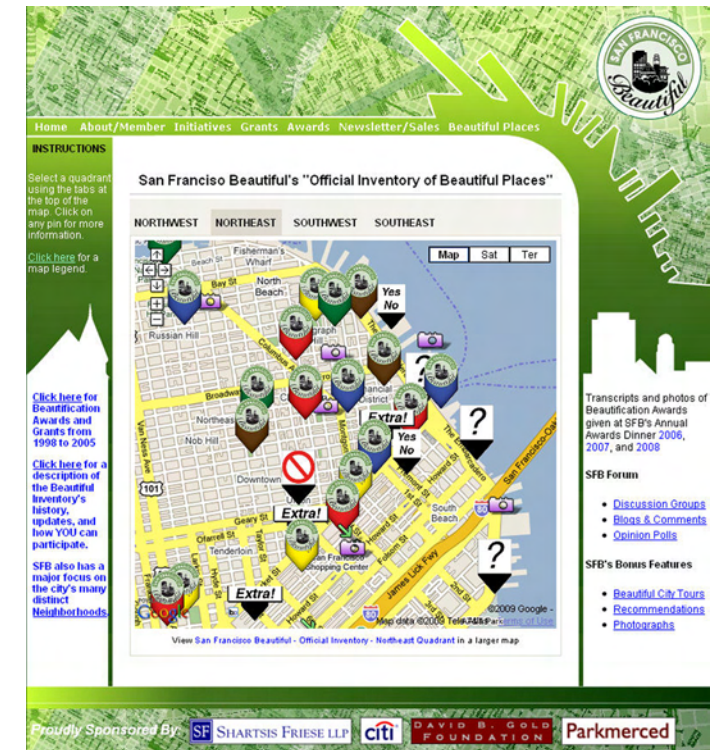
SPRING 2009

SFB Launches the 'Official Inventory of Beautiful Places'

SFB board member and past president Gil Castle has developed an evolving, interactive map of beautiful places in San Francisco.

The purpose behind the 'Official Inventory of Beautiful Places' is to define, create, and continually update an SFB neighborhood by neighborhood list of beautiful places for use in guiding future SFB beautification awards, grants, civic initiatives, City Hall advocacy, educational programs, membership drives, media campaigns, public relations efforts, etc. In other words, the inventory is intended to make more tangible SFB's mission statement (creating, enhancing and protecting the unique beauty and livability of San Francisco) both to SFB's membership and to external audiences.

SFB's new Web page, www.sfbeautiful.org/inventory, features various types of icons representing different categories of places. By clicking on an icon, photos, text and other information about each place launches.



- Potential benefits to users include:**
- Existing and potential members of SFB can obtain a clear, comprehensive and current understanding of SFB's activities and advocacy positions.
 - Organizations interested in receiving an SFB grant or beautification award can research past grants and awards by location, category, year, etc.
 - Individuals and organizations seeking SFB's support for a relevant policy proposal, land use project, or other civic initiative can assess the likelihood of SFB's support based on reviewing SFB's past activities.

- Tourists, residents and anyone else with a keen interest in our beloved city can plan excursions to sites that SFB has deemed especially worthwhile.

Everyone can participate in the evolution of the inventory in several ways:

- Become an active member of an SFB committee that adds to the inventory periodically, such as the Grants, Beautification Awards, or Public Affairs Committees;
- Monitor online news media and submit to SFB's staff the links to relevant news stories (identified in the inventory by the "Extra!" pins);
- As a representative of a neighborhood association (such as PAR in the Richmond), professional society (American Institute of Architects), city agency (Planning Department), or other organization with a mission complementary to SFB's, recommend specific additions to the inventory;

- Participate in the "SFB Forum" section of the inventory by organizing a discussion group, maintaining a blog, conducting an opinion survey on issues pertinent to SFB, and so on;
- Contribute to the "SFB Bonus Features" section by submitting a "beautiful tour", photographs, etc., consistent with the inventory's current content;
- Assist SFB's fund raising efforts by finding sponsors for the inventory (\$5,000 annually to have a sponsor's logo appear at the bottom of the inventory, including a link to the sponsor's home page);
- Help raise SFB's visibility and effectiveness by telling as many people as possible about the inventory and encouraging them to visit the Web site;
- Recommend to SFB enhancements to the inventory that you believe would be highly beneficial.

www.sfbeautiful.org/inventory

San Francisco Beautiful's 2008 Annual Report

INITIATIVES AND ISSUES

Joining Forces

- Efforts of the SFB-led Prop G - No New Billboards are paying off. The Planning Department has issued over 130 notices of violations with more than 207 signs removed and 161 more pending removal. Two reconsideration hearings were won by the city with \$100,000 in penalties.
- SFB fought the conversion of existing billboards along free-ways to digital/electronic format (SB1310).



- A billboard executive was kept off the Planning Commission.
- Stopped an AT&T plan to install 850 utility boxes on our city sidewalks.
- SFB assisted in updating the S.F. Green Schoolyard

Alliance Directory (www.sfbeautiful.org/civic_initiatives/) and provided a grant to the 2009 SFGSA Conference.

- SFB voiced concerns about the proposed Fisher Modern Art Museum's design and Presidio location. SFB continues to monitor other Main Parade developments as well.

Seat at the Table

- Member of the Campaign to Save the Golden Gate Park Windmills Steering Committee. After eight years in the Netherlands, the South windmill's restored cap and gears return to Golden Gate Park. Reconstruction is to be completed in the Fall of 2009.



- Member of the Better Street Plan Community Advisory Committee providing input into the plan's development.

- Participated in the planning of the SFB-identified Guy Place pocket-park on Rincon Hill.
- Member of the Graffiti Abatement Task Force (2009 Zero-Graffiti for a Beautiful City).

Executive Director Leigh Ann Baughman at the windmills reconstruction site.

- Appointed to the Park Trails Reconstruction Program and the Community Opportunities Fund Task Force to develop criteria for implementation of \$10 million in 2008 Clean



Trails Program Committee exploring trail challenges at Glen Canyon Park.

- and Safe Neighborhood Parks Bond money for nature trail development and capital repair and improvement projects. (To participate in a park improvements survey, go to www.surveymonkey.com/s.aspx?sm=72szuM1VZJNlpVVII2JJW_3d_3d (Due June 5).

Success at the Ballot Box: SFB Backed Propositions

- Prop J creates Historic Preservation Commission.
- Prop A (Neighborhood Parks Bond) creates \$185 million for park improvements.
- Prop K, although a non-binding measure, deters general advertising on public property.

New Energy at SFB

- Executive Director Leigh Ann Baughman
- Board Members Scott Preston, Ian Fletcher, Christopher Charles and Melissa Griffin

BEAUTIFICATION AWARDS



Visitacion Valley Greenway

- Friedel Klussmann Award: Lake Merced
- Robert C. Friese Award for Neighborhood Conservation: Visitacion Valley Greenway
- Bayview Hill Natural Areas Restoration Program
- Golden Gate Park Alvord Lake
- Golden Gate Park Music Concourse Rehabilitation
- The Presidio: Immigrant Point Lookout and Batteries to Bluffs Trail Network

KLUSSMANN GRANTS

Friedel Klussmann Neighborhood Improvement Grants made a noticeable impact on the beauty and safety our city's playgrounds and open spaces and the accessibility to some of its many special places.

- Slow Food Nation/Civic Center Plaza Victory Garden: \$5,000 to build the Victory Garden pathways.
- Flynn Elementary PTA: \$2,500 to plant trees at Flynn Elementary in the Mission District.
- San Francisco Green Schoolyard Alliance, 2008 Growing Greener Schoolgrounds Conference: \$2,500 for conference expenses.
- The Neighborhood Parks Council: \$5,000 to the Playground Initiative Sand Replacement Project at Herz, Joe DiMaggio and Silver Terrace Playgrounds.
- Friends of Fallen Bridge Mini-Park: \$5,000 for a bench that serves as a retaining wall and tree planter.
- Friends of Balboa Park Playground: \$5,000 for creating a retaining wall with mosaic tile art and a pathway.
- Friends of Presidio Heights Playground: \$5,000 to renovate and beautify the playground entryway.
- Duboce Park: \$5,000 to build a youth play area.
- Wave Organ Barrier Free Access Project: \$5000 to improve accessibility.



The Wave Organ on a Boat Harbor jetty.

To apply: www.sfbeautiful.org/grants

SAN FRANCISCO BEAUTIFUL

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Special Events/
Sales 27%

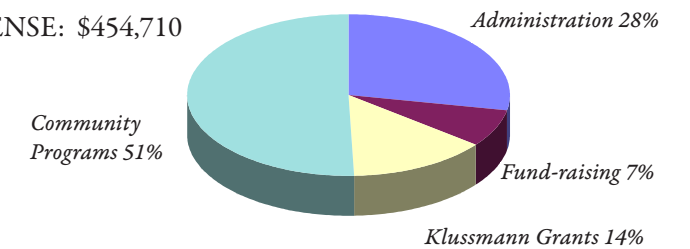
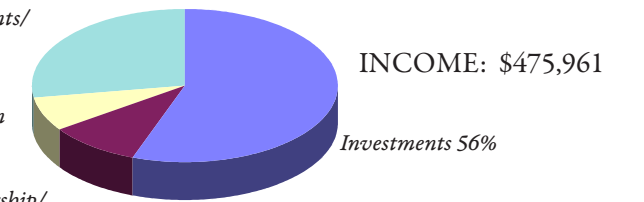
Foundation
Grants 7%

Membership/
Donations 10%

EXPENSE: \$454,710

Community
Programs 51%

FINANCIALS



Member Bequeaths SFB

Longtime SFB member Cynthia Ainsworth passed away on July 28. Cynthia came to San Francisco in 1959 and became an active volunteer at the Botanical Gardens where she learned about the work of SFB. Cynthia left a \$25,000 bequest to SFB. We are grateful for her generosity.

2009 ISSUE UPDATE

Protecting Our Urban Villages

A strange mix of circumstances has combined to make 2009 a year likely to define the City for decades to come: the City's financial needs, the creation of over 30,000 new housing units, and expected changes in land use and zoning. SFB's Board Chair Bob Friese has been working with others inside and outside of City government on the 2009 Housing Element and related issues to assure that development that arises from this mix is balanced. Development must take into account the neighborhood character of San Francisco's "urban villages" that could be disrupted by densification. Development will happen; the issue is where and to what degree more height and bulk is appropriate. SFB wants reasonable and balanced housing that does not hurt the character of the City. It will support greater density where it does not interfere with these values.

Zero Graffiti Huddle

SFB joined city agencies in April for the Anti-Graffiti Super Huddle to announce the Zero Graffiti for a Beautiful City program. \$22 million in taxes went to graffiti removal last year. Future totals may be lower thanks to new legislation that requires property owners to remove graffiti within 15 days (fast removal is the best defense against tagging); the Community Court gets off the ground and convicts and fines its first graffiti vandal; and a new program, 'Street Smart', is providing a creative outlet for those who want to spray paint legally. 'Street Smart' establishes permission-based urban art by identifying property owners willing to transform their outside walls into canvases. The program includes a 'Where Art Lives' curriculum that teaches the concept of public/private space and that graffiti is illegal because it is done without permission.

Join SFB's e-mail list and receive timely action alerts.

kolenc@sfbeautiful.org or visitor.constantcontact.com/manage/optin/ca?v=001EYE_9pNc5E1BYsB8csp1Rw%3D%3D